



# AMBER HANSFORD

## UX & PRODUCT LEADER

Give me a stack of Post-its and a handful of Sharpies, and I can change hearts and minds.

I merge my experience with Product Management and UX to align customer needs with developer knowledge to build the best products to solve problems. There's something magical about helping the entire product team focus on falling in love with the problems that our customers face.

## CONTACT

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## SKILLS

- Distributed Team Management
- Product Management
- User Experience Design
- Research & Development
- Strategic & Tactical Planning
- Cross-Functional Management
- Agile Methodologies
- Design Thinking & Innovation Facilitation
- Advocate for User & Business Needs
- Changemaker

## FULL CAREER HISTORY

- 🌐 [linkedin.com/in/ahansford](https://www.linkedin.com/in/ahansford)

## WORK EXPERIENCE

### UX Design Manager

Paychex | June 2021 - present

- Developed cross-functional lines of communication between the UX organization and our partners.
- Initiated key improvements to the hiring process to increase the quality and size of the candidate pool.
- Led Product Designers, Content Designers, and Researchers to be fully embedded into program process and initiative development.
- Advocated and designed the foundational structure for adding in DesignOps Practice to the team.
- Managed 14 Product Designers over 5 programs.
- Established and organized annual unconference for the entire UX organization to share and learn their subject matter expertise.

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## UX Manager

Deluxe | October 2019 - June 2021

- Set vision and led meetings to brainstorm project goals and define functional specifications.
- Collaborated with cross-functional departments to create a unified experience.
- Analyzed web data, competitive analyses, industry trends, and usability studies to develop requirements.
- Led the creation and maintenance of a design system.

## Technical Product Manager

iX.co | June 2019 - October 2019

- Synthesize client's needs to Product Briefs and Business Requirements Documents
- Create processes and documentation to manage the product portfolio efficiently
- Document business, technical, and experiential requirements

## Senior Product Manager

The Home Depot | June 2018 - March 2019

- Managed the product backlog for internal client products
- Value-driven decisions for product development, maintenance & sunsetting
- Formulated tests and refines assumptions and hypotheses through user research and testing for internal products
- Integrated Machine Learning (ML) processes and components into two products

## Offering Manager - Live Streaming Solutions

IBM Watson Media | December 2016 - November 2018

- Live video event & simulcast SaaS offerings from inception to delivery.
- Integrated multiple IoT and ML/AI components to expand the media and entertainment portfolio of offerings.
- Collaborated with senior product manager to generate strategic planning and product roadmaps integrating IBM Watson.

## Product Manager - NBA Digital

Turner Sports | June 2014 - December 2016

- Successfully organized and developed product plan for TNT Overtime Live Streaming player on NBA.COM
- Served as the liaison between the business side of the organization and the technical and site teams that support the site.
- Controlled Roadmap for the product expanding the live social and streaming video product sponsorship opportunities from web-only to 20 live streaming platforms.

## OTHER PROFESSIONAL EXPERIENCE

PGATOUR.com

Turner Entertainment

Spelman College

Cingular Wireless

EKA Chemicals

City Of Atlanta

GSE Systems

Eaglenet Datacommunications

## EDUCATION

BFA - Visual Communications | American InterContinental University | 2005