



# 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

✉ [amber.hansford@gmail.com](mailto:amber.hansford@gmail.com)

☎ +1 404-585-8407

📍 Atlanta, GA US

🌐 [hansford.design](http://hansford.design)

## 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

## FULL CAREER HISTORY

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

## WORK EXPERIENCE

### Director of User Experience

Logility | October 2023 - present

- Collaborated with and influenced R&D leaders to ensure that design objectives and priorities are aligned with goals to maximize impact and user value.
- Initiated key improvements to introduce UX Research best practices to the organization.
- Advocated and designed the foundational structure for adding DesignOps Practice to the team.
- Established UX and design standards by progressing adoption of the Assemble Design System.

### UX Design Manager

Paychex | June 2021 - October 2023

- 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 DesignOps practice.

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UX & PRODUCT LEADER

## 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.
- 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

## Senior Product Manager

The Home Depot | June 2018 - March 2019

- Managed the product backlog for internal client 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.

## 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
- 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