



# AMBER HANSFORD

## USER EXPERIENCE LEADER

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

### CONTACT

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🌐 [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

- Defined and executed a UX strategy that elevated user satisfaction through data-driven design.
- Aligned design objectives with R&D goals to maximize impact and enhance user value.
- Introduced and implemented UX Research best practices, driving key organizational improvements.
- Designed and advocated for the establishment of a DesignOps practice within the team.

#### 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.

#### 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.

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USER EXPERIENCE LEADER

## 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