



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

✉ amber.hansford@gmail.com

☎ +1 404-585-8407

📍 Atlanta, GA US

🌐 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 | September 2023 - present

- Rebuilt UX strategy for enterprise SaaS platform, aligning design direction with product roadmaps and customer research to improve usability and adoption.
- Partner with senior leadership to prioritize features based on business impact, reducing friction in key workflows and supporting digital transformation goals.
- Lead a cross-functional team of designers and researchers, driving collaboration with engineering and product to deliver scalable, user-centered solutions.
- Advocate for UX maturity across the organization, introducing design ops practices that strengthen consistency and accelerate delivery.

UX Design Manager

Paychex | June 2021 - September 2023

- Managed UX design and research for enterprise payroll and HR SaaS products, supporting product teams serving thousands of small-to-medium businesses.
- Hired, mentored, and grew a team of designers and researchers, fostering collaboration and professional development.
- Partnered closely with product managers and engineers to translate customer insights into streamlined workflows, reducing friction in compliance and onboarding processes.
- Introduced design ops practices that improved consistency across teams and accelerated delivery.

AMBER HANSFORD

USER EXPERIENCE LEADER

UX Manager

Deluxe | October 2019 - June 2021

- Led UX design for enterprise financial SaaS products, guiding solutions used by banks and small businesses nationwide.
- Managed a cross-functional UX team, balancing hands-on design with mentoring and career development.
- Collaborated with product and engineering leadership to integrate user research into roadmap planning, aligning features to business goals and client needs.
- Streamlined design and development processes by introducing reusable components and consistent design standards across teams.

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

AMBER HANSFORD

UX & PRODUCT LEADER

I am writing to express my strong interest in the Design Director position at Bungie Studios. As an experienced design leader with a passion for creating immersive and engaging experiences, I am excited about the opportunity to contribute to Bungie's vision and help shape the future of your games. While I may not have direct experience in the game industry, I bring a wealth of transferable skills and a deep understanding of design principles that I believe will be invaluable in this role. Throughout my career, I have consistently demonstrated my ability to lead interdisciplinary teams, drive collaboration, and deliver exceptional results.

As a Design Director, I have a proven track record of aligning project goals with the vision of stakeholders and breaking them down into actionable objectives. I excel in driving decision-making processes, establishing effective communication channels, and fostering a collaborative environment that empowers team members to deliver their best work. My strong leadership and mentoring skills have allowed me to guide and inspire teams to achieve outstanding outcomes.

While my experience may not be in the gaming industry specifically, I am a passionate gamer with an in-depth knowledge and appreciation for different types of games, including action games and online play. I am dedicated to staying up-to-date with industry trends and continuously honing my skills to ensure I can contribute effectively to Bungie's projects.

In my previous roles as a User Experience Manager and Product Manager, I led large-scale teams, managed the development of user experience designs, and worked closely with cross-functional departments to create unified experiences. I have a strong background in strategic and tactical planning, market research, and product development, which will be valuable in guiding the gameplay experience at Bungie.

Additionally, my experience in managing distributed teams, conducting user research, and implementing Agile methodologies will contribute to creating alignment, refining workflows, and driving user-centered design practices at Bungie. I am confident that my ability to balance short-term problems with long-term goals, combined with my self-motivation and ability to inspire others, will be instrumental in maintaining high accountability for game quality and deliverables.

Bungie's commitment to creating incredible worlds and fostering a diverse and inclusive workplace resonates deeply with me. I believe in the power of diverse perspectives and collaborative teams to drive innovation and deliver exceptional results. I am excited about the possibility of joining Bungie's team and contributing to the studio's continued success.

Thank you for considering my application. I have attached my resume for your review, which provides more details about my skills and experiences. I would welcome the opportunity to discuss how my qualifications align with Bungie's needs and how I can contribute to the studio's future projects.

I look forward to the possibility of joining Bungie Studios and contributing to the creation of extraordinary gaming experiences. Thank you for your time and consideration.

Sincerely,

Amber Hansford

<https://hansford.design>

<https://www.linkedin.com/in/ahansford/>

amber.hansford@gmail.com