



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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📍 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.

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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