

AMBER HANSFORD

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EXECUTIVE SUMMARY

Design executive with 15+ years leading UX strategy, design organizations, and consumer-facing product experiences at scale. Proven track record building and scaling high-performing design teams, establishing design systems that drive cross-org consistency, and shaping platform-level UX strategy with measurable business impact. Combines deep consumer product leadership spanning high-traffic media, streaming, and sports platforms with rigorous DesignOps, research operations, and executive-level stakeholder influence across enterprise and consumer contexts.

CORE COMPETENCIES

- Consumer Product Strategy & UX Vision
- Design Organization Leadership
- Design Systems at Scale
- Platform Architecture & Navigation
- DesignOps & Delivery Frameworks
- AI-Enabled UX & Design Governance
- Content Systems & Information Architecture
- Cross-Functional & Executive Influence
- Talent Development & Mentorship
- UX Research Operations
- Figma
- Accessibility (WCAG)
- Agile & Lean Methods

PROFESSIONAL EXPERIENCE

Director of User Experience | Logility | Atlanta, GA | September 2023 – Present

Enterprise supply chain SaaS serving Fortune 500 clients — Gartner Magic Quadrant Leader 2026

- Lead team of 4 Senior UX Designers and 1 Senior Technical Writer; established performance frameworks, growth paths, and design culture across a distributed organization
- Elevated UX maturity from Level 1 to Level 3 (Nielsen Norman scale) in under 12 months through DesignOps implementation and design system governance
- Reduced design-to-development handoff time by 40% through scalable design systems achieving 85% adoption across engineering teams
- Built 98 AI-readable Skills encoding 100% of Assemble Design System components for Polaris, an internal Claude Code platform, enabling AI-generated UI to follow design standards by default with zero designers required at generation time
- Partner with C-suite to align design strategy with business goals; embed user-centered thinking into the product operating model as a core business capability

UX Design Manager | Paychex | Remote | June 2021 – August 2023

HR/Payroll SaaS platform serving 730,000+ businesses globally

- Built and led distributed design organization of 14 designers, content designers, and researchers across global regions; achieved 85% team retention through structured professional development
- Drove design strategy across a complex global platform; established accessibility standards, design principles, and DesignOps infrastructure across web and mobile touchpoints
- Integrated UX research operations into roadmap planning; translated customer insights into streamlined workflows for HR and payroll business users

User Experience Manager | Deluxe Corporation | Atlanta, GA | October 2019 – July 2021

Enterprise financial technology platform serving 4,000+ financial institutions

- Led cross-functional design team of 7; built design system reducing development time by 30% while ensuring consistency across complex institutional financial workflows
- Conducted 40+ stakeholder research interviews; established user-centered design and accessibility practices across a regulated financial services platform

Technical Product Manager | iX.co | Remote | June 2019 – October 2019

- Synthesized client needs into product briefs and business requirements; managed documentation and portfolio processes across diverse digital product initiatives

Senior Product Manager | The Home Depot | Atlanta, GA | June 2018 – March 2019

- Managed and groomed product backlog for four internal products; integrated ML processes into two products; applied user research to refine assumptions and drive value-driven product decisions

Product Manager – Live Streaming Solutions | IBM Watson Media | Atlanta, GA | December 2016 – November 2017

- Owned strategy and delivery for live video and simulcast SaaS offerings from inception through launch; expanded media and entertainment portfolio through integration of IoT and ML/AI components
- Partnered with senior product management and IBM Watson to generate strategic planning and roadmaps, managed day-to-day relationships with solution partners and project managers

Product Manager – NBA Digital | Turner Sports | Atlanta, GA | June 2014 – December 2016

- Led product and experience strategy for TNT Overtime live streaming player on NBA.com, expanding consumer platform from web-only to 20 streaming platforms
- Shaped navigation architecture, content display systems, and user flows for a high-traffic sports media platform serving millions of concurrent users
- Controlled roadmap for live social and streaming video product; drove sponsorship expansion across 20 platforms

Web Operations Manager / UI Developer / Webmaster | Turner Broadcasting & Turner Sports | Atlanta, GA | January 2007 – June 2014

- Progressed from Webmaster through Web Operations Manager to UI Developer across Turner Broadcasting and Turner Sports properties including NBA.com, PGATOUR.com, TNTDrama.com, and FedExCup; built and maintained high-traffic consumer platforms and led NBA.com full redesign

Earlier: Spelman College • Cingular Wireless • City of Atlanta • EKA Chemicals • GSE Systems

EDUCATION

BFA – Visual Communications | American InterContinental University | 2005