

Amber Hanschu

Product Designer · New York, NY

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EXPERIENCE

Senior Product Designer

Interior Define · Oct 2020 – Current

I own the user experience strategy for a fast-growing custom furniture company, with a focus on translating business goals into revenue-driving, responsive, and user-friendly designs.

- Align priorities, communicate research, define strategy, present designs, and collect feedback with product, engineering, executive, merchandising, marketing, and sales team stakeholders
- Conduct research, run user testing, and collaborate cross-functionally to design and re-design numerous revenue-driving features – including navigation, account, location, checkout, swatch store, home, category pages, and more
- Assist with the ground-up design of an internal point-of-sale platform with the goal of helping the sales team communicate and design with customers
- Support the launch of new merchandise categories by designing flexible features and pages that can scale with the product assortment and company
- Led an initiative to update the brand identity by selecting an accessible and user tested brand color, defining text and image guidelines, and creating a design system
- Documented the entire website to support a site re-platform; updated designs when appropriate to improve the user experience and support efficient development

Product Designer

M.M.LaFleur · Nov 2018 – Sep 2020

I owned the user experience of a clothing website, with a focus on mobile optimization and key feature redesigns that increased conversion and revenue.

- Worked with growth and retention teams to ensure designs are effective and feasible; continuously iterated on designs as engineers ran into roadblocks during development
- Conducted extensive research and user testing to redesign the company's primary acquisition channel, a survey for curated clothing subscription boxes called Bento; conversion rates increased by 50% for mobile and 110% for desktop
- Led major projects redesigns, including a mobile-first product page that increased add-to-cart rates by 16% and a streamlined checkout that increased revenue by 12%
- Continuously scoped and designed for smaller projects, including referrals, navigation, filters, return forms, and an outfit shopping experience that increased revenue by 18%
- Created a style guide to enable a consistent site experience, which included pairing down the existing styles to be ADA compliant and reusable for shorter design and development cycles

Product Designer

Ascensia Diabetes Care (Formerly Bayer Diabetes Care) · Jun 2015 – Nov 2018

I led the development of user-centered designs for numerous digital and physical products, including mobile applications, user guides, blood glucose meters, and more.

- Worked with small multi-disciplinary teams to rapidly develop design concepts and specifications for the Contour Diabetes App and connected meters
- Introduced new software, prototyping, and processes to facilitate iterative design, insightful user feedback, communication with stakeholders, and collaboration with other teams
- Validated designs through A/B testing and criteria-specific online/virtual usability testing; prepared results and recommendations for internal review and FDA submission
- Initiated the redesign of the Contour app, focusing on improved user experience, refreshed visual language, and the ability to integrate with emerging technologies like CGM

SKILLS

Design Tools

Sketch, Figma, InVision, Justinmind, Zeplin, Adobe (XD / Illustrator / Photoshop / InDesign)

Process

UX/UI design, Problem-solving, Branding, User testing, Research, Site architecture, Agile, A/B testing, Prototyping, Personas, Wireframes, Style guides, Design systems

Software

Usertesting.com, VWO, Hotjar, Jira, Usability Hub, Heap, Yotpo, Tableau, Google Analytics, Cloudinary, Contentful, Magento, Wordpress, Typeform, Google Docs / Microsoft Office

EDUCATION

User Experience Design

General Assembly · 2017

Refreshed user experience best practices through research, design exercises, and development of a mobile app concept

Industrial Design

University of Kansas · 2011–15

BFA in Design from the School of Architecture, Design and Planning
Concentration in Psychology and Mechanical Engineering