

# Amber Hanschu

Product Designer · New York, NY

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## EXPERIENCE

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### Senior Product Designer

Interior Define (Acquired by Havenly in Dec 2022) · 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 for numerous revenue-driving projects – including checkout, navigation, order tracking, account management, free samples, content pages, a personalization quiz, and more
- 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
- Assisted 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

### 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

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### Design Tools

Figma, Sketch, 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

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### 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