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(434) 466-4191

Amber Ray Hancock

UX Researcher and Designer creating easy-to-use designs through storytelling, problem solving, and compassion.

CLASS PROJECTS

Everfave — *Client-facing, iOS app project*

Survey, personas, paper-prototyping, usability testing, wireframes

MUNI Mobile — *Research, app and kiosk design*

Survey, interviews, data analysis, wireframes

Treasure Chest — *Information Architecture, web design*

Navigation schema, product pages, check-out process with options for one-step checkout & guest checkout

EXPERIENCE

General Assembly, San Francisco, CA — *UXDi*

NOV 2015 - FEB 2016

Full time UX course grounded in process and design skills.

Instructables.com, San Francisco, CA— *Community Manager*

JAN 2015 - NOV 2015

Worked with developers to address issues regarding customer flow, assisted our growth hacker in setting up an email outreach program, moderated all content and community interactions on our website.

Oakland Zoo, Oakland, CA— *Senior Manager of Food Services*

JUL 2013 - JUL 2014

Adjusted operational procedures based on detailed analysis of customer purchasing patterns resulting in an increase of annual revenue by 45%.

EDUCATION

Virginia Commonwealth University, Richmond, VA— *B.A. English Literature*

SEP 2004 - MAY 2008