Amelia

Hancock

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WORK

Experience Design Director

R/GA 2017 - 2018

Design and strategy role leading up to 8 multidisciplinary designers across web and native products

• Provided oversight, execution, and documentation of cross-platform consumer experiences

• Led a multidisciplinary creative team in aggressive agile development cycles

• Partnered with clients to translate business opportunities into cross-product experience strategies

• Partnered with clients to identify research objectives, directed design team to make test stimuli, and then integrated findings into the design process

• Estimated scope and planned creative sprints

• Presented user insights, design directions, and prototypes to stakeholders on a weekly basis

• Ensured quality of experience in development builds

• Created cross-functional stakeholder guides, executed interviews, and used insights to gain consensus

Clients: Verizon, International Olympic Committee

Senior Experience Designer

R/GA 2015 - 2017

Hybrid executional and strategic role leading teams of up to 3 junior experience designers.

Clients: Nike, The Los Angeles Dodgers, Lincoln Center, and Verizon

Experience Designer

R/GA 2013 - 2015

Collaborative role within a multidisciplinary team contributing to an end-to-end design process.

Clients: Johnson & Johnson, Acuvue, The American Heart Association, and Samsung

Consumer Insights Specialist

The DuPuis Group 2011 - 2013

Research-based role focused on drawing insights from consumer behavior and industry trends.

Clients: Kellogg's, Conagra, Nestlé, Quaker

Designer

The DuPuis Group 2008 - 2011

Executional role focused on visual design, branding, and consumer research.

Clients: Snyder's Lance, Conagra, Kellogg's, Nestlé, Quaker

EDUCATION

New York University
MPS, Interactive Telecommunications

Tisch School of the Arts

2011 - 2013

Loyola University
MS, Integrated Marketing Communications

Quinlan School of Business

2008 - 2011

LA Tech University
BFA, Communication Design

School of Design

2003 - 2008

SKILLS

Strategy / Direction

Personas
User flows
Creative direction
Experience strategy
Product roadmapping
IA / Content strategy
UX audit

Research / User Testing

Competitive analysis
Survey development
Focus group facilitation
Cognitive walkthrough
Experience mapping
Usability testing
Usability report
Heuristic analysis

Design / Prototyping

Sketching
Wireframing
Concept development
Moodboards
Storyboards
Rapid prototyping
Interactive prototyping

Process / Documentation

Process diagrams
Technical specs
Use cases
User stories
Workshop planning
Workshop facilitation