TONY HANCOCK

UX STRATEGIST

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BIO

I am the UX Manager at the data science company Intent. With 9 years experience in all aspects of the design process, I leverage my engineering background to bring a balanced quantitative and qualitative approach to design problems and create sound design driven strategy.

EDUCATION

B.Sc. Mechanical Engineering
Minor in Entrepreneurship
Univeristy of Alberta, 2008

Cooper Professional Education
Design Leadership
2017

LANGUAGES

French
Spanish

VOLUNTEERING

Docent & Earth & Science Explainer
AMNH, New York
2015 - Present

Workshop Presenter
NYU Entrepreneurial Institute
2017 - Present

WORK EXPERIENCE

Intent
UX Manager | 2017–Present

Built UX practice from the ground up, working with PM's and engineers to integrate design thinking into our product development. Hired and managed a team of four designers and researchers. Started and secured budget for user research and usability testing practice to bring in 5 users a week. Executed all stages of the design process including research, synthesis, ideation, implementation and split testing across multiple products. Development of new products and improvement to exisiting products through the design process has seen direct increases to annual revenue of over $20 million.

Plume UX
Design Consultant | 2016–2017

Designed and managed building of multiple products for a continuing education company for accountants and lawyers (CLE & CPE). Conducted user reasearch, developed user journey maps and flows, designed wireframes, mockups and prototypes. Completed user testing and oversaw development and QA of various products, managing various remote teams.

Mantry Inc.
Co-Founder + Product Designer | 2012–2016

Designed, built, and managed a subscription based e-commerce website selling American artisan food, targeted at men. Carried out user research, built wireframes, mockups, prototypes and coded final product for three distinct iterations of the service. Implemented Google Tags Manager and Measurement Protocol and ran over 50 A/B tests to improve conversion rates from below 1% to 4%. Designed data and server architecture to support over 600,000 visitors and 40,000 customers. Managed contract designers, data analysts and developers to complete company design projects on schedule and on budget. Grew business to $1M+ in annual recurring revenue in 2 years.

Engineers Without Borders
Design Consultant | 2012–2013

Built a responsive wesbite for a multimillion dollar non-profit organization. Worked with varied stakeholders to determine needs for the many different types of users of the site. Worked with a multidisciplinary team to build plans, wireframes, prototypes and mockups for the new website. Coded the frontend and backend of the site, and conducted final QA and revisions.

Ethical Ocean
Co-Founder + Product Designer | 2010–2012

Managed product design and implementation, including research, wireframes, mockups, prototypes, user testing and QA. Designed and built our mobile website in entirety, from initial sitemap through deployment.