TONY HANCOCK

UX LEADER

917.543.9900
tony@anthonyhancock.com
anthonyhancock.com

EDUCATION

NN/g UX Certification
Management Stream
2022

Cooper Professional Education
Design Leadership
2017

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

LANGUAGES

French
Spanish

VOLUNTEERING

Volunteer Services Group
Represented Foundation
2021

Workshop Presenter
NYU Entrepreneurial Institute
2017 - 2020

Docent & Earth & Science Explainer
AMNH, New York
2015 - 2022

WORK EXPERIENCE

Shopify
UX Lead —Billing | 2022–Present

Lead UX for the Billing team trifecta at Shopify. Responsible for everything from research to final production QA for financial products and features affecting all 3MM+ Shopify merchants. Plan and execute work across teams like Growth, Ecosystem and Core. Mentor, support and review work of more junior designers on my team and the broader Financial Services product area.

Prosper
Director of UX Design | 2020–2022

Started and integrated a user research practice into our design and product development process. Established a hiring process and career ladder while growing the team, including designers, researchers and UX writers. Oversaw the launch of a new credit card product spanning multiple channels. Conducted UX design sprints to turn research findings into product ideas.

Intent
Director of User Exprience | 2017–2020

Built UX practice from the ground up, working with PM's and engineers to integrate UCD into our product development lifecycle. Hired and managed a team of four designers and researchers. Integrated regular user research and usability testing into our design process. Development of new products and improvement to exisiting products resulted in direct increases to annual revenue of over $20 million.

Plume UX
Design Consultant | 2016–2017

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

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

Designed, built, and managed a subscription based service selling American artisan food. Conducted primary research, built wireframes, mockups, prototypes and coded final product. Ran over 50 A/B tests to improve conversion rates from <1% to 4%. Managed contract designers, data analysts, and developers to complete company design projects on schedule and on budget. Grew business to $1MM+ in annual recurring revenue in 2 years.

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

Managed product design and implementation, including research, wireframes, mockups, prototypes, usability testing and QA. Designed and built our mobile website (HTML5 + CSS3) in entirety.