

ANTHONY HANCOCK

p. 917-543-9900

e. tony@anthonyhancock.com

Adobe CS



HTML5 + CSS3 + JS



PHP5 + Python



Research



Information Architecture



UX Design



Visual Design



Prototyping



Split Testing



Work Experience

Mantry Inc.

CTO / Product Designer | 2012 - Present

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 website. Architected data structures 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. Oversaw shipping logistics and daily operations to ensure timely delivery of our physical product with high customer satisfaction. Grew business to \$1M+ in annual revenue in 2 years.

Engineers Without Borders

Product Designer | 2012 - 2013

Hired on contract to build a responsive website 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

President Operations / Product Designer | 2010 - 2012

Populated a multivendor ecommerce website with over 6000 SKU's from over 200 vendors. Managed daily operations, customer support, order management and customer acquisition.

I later transitioned to manage product design and implementation, including research, wireframes, mockups, prototypes, user testing and QA. I also designed and built our mobile website in entirety, from initial sitemap through deployment.

Education

B.Sc Mechanical Engineering

University of Alberta | 2008

Project Management & Entrepreneurship Stream

Languages

French, Spanish