

Hannah Alaine

UX and Product Designer
End-to-End Design | 7+ Years

hannahalaine.co

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Skills

UX/UI Design
Visual Layout and Design
UX Copywriting
User Research
Branding
Design Systems

Cross-Team Coordination
AI Literacy
HTML/CSS

Software

Figma
Adobe Creative Cloud
Adobe XD
Microsoft Office
Sketch
Wix
WordPress
Shopify

Design Experience

eDriving | UX Designer

November 2021–Present

- Designed Defender from 0–1, defining the full product experience including UI design and graphic assets for a consumer-facing application.
- Launched Mentor Rewards and EcoDrive, a sustainability-focused feature extension, refining UX flows and owning UI design through stakeholder review and delivery.
- Adapted Mentor Insight for the China market, translating an existing enterprise application to meet regional requirements while maintaining UX consistency.
- Maintained and evolved the eDriving design system, integrating Solera brand standards including logo lockups and updated visual guidelines across product and marketing materials.
- Collaborated closely with product management and engineering throughout design and delivery across a suite of mobile and web products.
- Expanded scope to Solera's broader product portfolio, conducting UX audits on legacy applications and contributing to new product exploration – delivering full UI flows and Figma prototypes using Solera's design system.

Freelance Designer | UX, Visual Design, and Branding

March 2015–Present

- Designed websites and branding systems for small businesses across industries including construction, automotive, food service, and entertainment – approaching each project with wireframing and UX thinking before visual execution.
- Managed end-to-end creative process from client consultation and concept through delivery, building a foundation in visual design, layout, and cross-functional communication.
- Selected Clients: Miller Paving, PZ Jetskis Golf Carts & Trailers, Miles of Smiles Gourmet Grilled Cheese, Bixler Pyrotechnics, Josh Taylor Photos, KB Photography

Education

The Art Institute of Pittsburgh

Pittsburgh, PA

March 2017

Bachelor of Science

Web Design and Interactive Media

Honors Award

Westmoreland County Community College

Youngwood, PA

August 2013–May 2014

General Studies

Phi Theta Kappa

Awards & Certifications

Pendo Product Discovery Certified—2025

Introduction to User Experience Design—2021

Shopify Business Fundamentals—2018