Hannah Alaine

Central Pennsylvania

hannahalaine.co

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Skills

UX/UI
Layout & Design
Content Management

Branding
Logo Design
Typography

Social Media
HTML
CSS

Photography
Image Retouching
Video Editing

Software

Adobe Creative Cloud

Xd Ps Ai Dw Lr
Id Pr

Other

Figma
Microsoft Office
Wix

WordPress
Shopify
Sketch

Design Experience

eDriving | UX Designer
November 2021—Present

Maintain seamless user experience across eDriving's suite of mobile & web products. Research for customer feedback, design, & technology trends to propose & maintain modern UI/UX solutions. Assist marketing team with designing graphics. Manage graphic assets.

hannahalaine.co | Design + Content Creation
March 2015—Present

Freelance website & branding projects. Consulting has been the majority of my design experience upon graduation. Additional projects include, creating YouTube videos, Instagram content, & running a WordPress blog.

Clients Include:

PZ Jetskis, Golf Carts, & Trailers | 2022
Miller Paving | 2020—Present
Miles of Smiles Gourmet Grilled Cheese | 2020
My Cruiser Ez Pack | 2018—2019

Bixler Pyrotechnics | 2018
Josh Taylor Photos | 2017
Leesa Kassler Designs | 2016
KB Photography | 2015—2016

Keller Bros Family of Dealerships | Marketing Manager
February 2021—July 2021

Maintained brand consistency across all 4 locations. Social media management & content creation, designed print & web graphics, maintained websites, & created email campaigns. Facebook traffic & engagement increased by 40% during employment.

Segal & Co Digital Marketing | Digital Marketing Assistant
August 2019—December 2019

Assist as needed with copywriting & design needs for business to consumer eCommerce clients. Curated backlink blog articles to help improve SEO & create taglines for featured products. Designed email campaigns directed for promoting new products.

Education

The Art Institute of Pittsburgh
Pittsburgh, PA
March 2017

Bachelor of Science
Honors Award
Web Design & Interactive Media

Westmoreland County Community College
Youngwood, PA
August 2013—May 2014

General Studies
Phi Theta Kappa

Awards & Certifications

Introduction to User Experience Design—2021
Shopify Business Fundamentals—2018