

Hannah Alaine

UX and Product Designer
Branding and Digital Experience Expert | 7+ Years

hannahalaine.co
hannah.morgan957@gmail.com

Skills

UX/UI	Cross-Team Coordination
Layout and Design	Deadline Management
UX Copywriting	E-mail Design and Marketing
User Research	Content Creation
Branding	AI Literacy
Content Management	Social Media Management
Creative Skills Practice	HTML/CSS

Software

Adobe Creative Cloud	Other
Adobe XD	Figma
Adobe Photoshop	Microsoft Office
Adobe Illustrator	Sketch
Adobe InDesign	Wix
Adobe Dreamweaver	WordPress
	Shopify

Design Experience

eDriving | UX Designer

November 2021—Present

- Maintained a consistent and accessible user experience across eDriving's mobile and web products, ensuring alignment with branding and usability standards.
- Researched customer feedback, industry design trends, and emerging technologies to propose and implement modern UI/UX enhancements.
- Designed marketing graphics to support cross-channel campaigns, collaborating closely with the marketing team.
- Managed prototypes, design systems, branding assets, and a monthly product newsletter, streamlining workflows and improving asset accessibility for stakeholders.

Freelance Designer | UX Design, Branding, and Content Creation

March 2015—Present

- Designed and developed custom websites and branding packages for small businesses across industries including construction, automotive, food service, and entertainment.
- Produced digital marketing content including YouTube videos, Instagram visuals, and blog posts, driving increased audience engagement for clients.
- Managed end-to-end creative process — from client consultation and wireframing to launch and asset delivery.
- Selected Clients: Miller Paving (2020—Present), PZ Jetskis, Golf Carts & Trailers (2022), 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 four business locations, ensuring cohesive visual and messaging standards.
- Managed social media management, created content, and designed print and web graphics.
- Maintained company websites and developed targeted email campaigns to increase customer engagement.
- Facebook traffic and engagement increased by 40%.

Education

The Art Institute of Pittsburgh

Pittsburgh, PA

March 2017

Bachelor of Science

Honors Award

Web Design and Interactive Media

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