

Hannah Alaine

UX Design + Branding

hannahalaine.co

hannah.morgan957@gmail.com

Skills

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

Software

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

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

Design Experience

eDriving | UX Designer

November 2021—Present

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

hannahalaine.co | Design + Content Creation

March 2015—Present

Freelance website, branding, & copywriting projects. Additional projects include, creating YouTube videos, Instagram content, & running a WordPress blog.

Clients Include:

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 all 4 locations. Social media management & content creation, designed print & web graphics, maintained websites, created email campaigns, & copywriting. 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.