# Alice Hannemann

Product Designer – AI & Complex Systems

Berlin | Tokyo

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Product Designer with experience in AI-powered SaaS and government-funded digital platforms. Specializing in translating complex systems into clear, human-centered product experiences.

## Experience

Mar 2025 - Dec 2025

### Pulsiv8, Tokyo
UX Designer & Product Manager

› led end-to-end design for an AI-powered healthcare SaaS (SOAP automation)
› acted as sole UX owner translating complex AI into usable workflows
› served as Design Lead for a government-funded agricultural matching platform
› delivered two production-ready applications within 4 months each

Nov 2024 - Jan 2025

### Edison.ai @Google for Startups Tokyo
Creative Intern, Product Design & AI Research

› conducted competitive analysis for AI-generated image and video SaaS products
› explored MVP concepts and potential business models for AI-driven tools
› developed early-stage product concepts, user flows and content frameworks

Dec 2015 - present

### Freelance Graphic and UX Designer, Berlin

› delivered branding, interface and digital design solutions for independent clients
› built strong foundations in visual systems, layout and usability

Dec 2019 - Nov 2023

### Hard Styles Against Borders, Berlin
Founder, Branding & Product Strategy

› founded and scaled a digital community project (16k+ plays), leading branding and product direction

# Education

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|---|---|
| Mar 2025 - Feb 2026 | **Google UX Certificate**<br>Coursera |
| Nov 2019 - May 2024 | **Graphic Design Degree (State certified)**<br>Onlineschule für Gestaltung (OfG) |
| Oct 2017 - Feb 2019 | **Diploma study: painting/graphics**<br>Burg Giebichenstein University of Art and Design |

# Core Competencies

### Product & UX

- End-to-end product design
- UX research & user interviews
- Information architecture
- Interaction design
- Prototyping (low–high fidelity)

### Strategy & Systems

- AI product integration
- Complex system simplification
- KPI-informed iteration
- Product architecture refinement

### Collaboration

- Cross-functional collaboration
- Founder-level communication
- Stakeholder alignment
- Agile workflows

### Design Tools

- Figma
- Adobe Creative Suite

## Languages

**German** (native) · **English** (fluent, professional working level)
**Japanese** (conversational, living & working experience in Tokyo)

## Interests

AI systems  –  Digital culture  –  Product strategy  –  Creative entrepreneurship