

Alice Hannemann

UI/UX & Product Designer

User-centered digital products, intuitive interfaces, and design systems

Berlin

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Designer with experience in UX/UI design, digital products, and visual systems. Skilled in conceptualizing user-centered interfaces, user flows, and interactive prototypes, as well as developing consistent design solutions for complex digital applications.

Work Experience

Mar 2025 - Jan 2026

Pulsiv8, Tokyo

UI/UX Designer, Communication Designer

- › Conceptualization and design of digital products and user interfaces in close collaboration with product and development teams
- › Creation of user flows, wireframes, layouts, and interactive prototypes in Figma
- › Design of user-centered UX/UI solutions for complex digital applications
- › Definition and development of visual standards and reusable UI components across various product areas
- › Ensuring a consistent user experience across different features and touchpoints
- › Close collaboration with development teams to ensure the structured and efficient implementation of design solutions
- › Development of information architectures, user flows, and UX/UI concepts in early product phases
- › Support in the visual and functional development of digital platforms

Dec 2018 - present

Freelance UI/UX Designerin

Alice Out Of Space UX Design

- › Conceptualization and design of websites, landing pages, and digital user experiences
- › Development of UI concepts, component libraries, and responsive interfaces in Figma
- › Design of consistent design systems and visual standards for digital applications
- › Development of digital brand experiences and visual identities for various clients and projects
- › Development of logos, color palettes, typography systems, and visual design concepts
- › Creation of social media assets, presentations, and digital communication materials

Nov 2024 - Jan 2025

Edison.ai @Google for Startups Tokyo

Product Design & AI Research (Intern)

- › Analysis of user needs and feedback, as well as research into digital product and AI trends
- › Creation of wireframes, visual concepts, and initial prototypes in Figma
- › Development of information architectures and UX concepts for early-stage product ideas
- › Collaboration with international teams in a dynamic startup environment

Feb 2020 - Okt 2024

Ojala Konzept & Kreation Berlin

Advertising & Digital Experience Consultant

- › UX research and analysis of user needs and business requirements
- › Development of user flows, wireframes, and prototypes
- › User-centered design and iterative optimization of digital products

Education

Mar 2025 - Nov 2025

Google UX Certificate

Coursera

Nov 2019 - May 2024

State-Certified Graphic Designer

Onlineschule für Gestaltung (OfG)

Oct 2017 - Feb 2019

Diploma Studies with a Focus on (Print) Graphics

Burg Giebichenstein University of Art and Design

Core Competencies

UX & Product Design

- User Flows & Information Architecture
- Wireframing & Prototyping
- User-Centered Design
- Responsive Web & Mobile Design
- User Research / User Needs

UI & Design Systems

- Interface Design
- Design Systems
- Component Libraries
- Figma (Auto Layout, Components)

Visual Design

- Branding & Visual Identity
- Typography
- Color & Visual Systems
- Adobe Creative Cloud

Collaboration

- Interdisciplinary Collaboration
- Client Communication
- Agile Product Development
- Independent Project Ownership

Languages

German (native) · *Englisch* (professional working proficiency)

Japanese (basic, work experience in Tokyo)

Interests

Digital Products & User Behavior – Interface Design – Design Systems – Creative Technologies