



alice hahn

Info

913.481.8298

alicemiyoun@gmail.com

[linkedin.com/in/alicemhahn](https://www.linkedin.com/in/alicemhahn)

Portfolio

alicehahn.com

Password available on request

Skills

Technical

- Figma tools, Claude Design
- Claude Code, Copilot, Cursor, VS Code, Github
- UserTesting, Pendo, Miro, Loom
- Linear, Jira, Azure DevOps, Notion
- Lever, Rippling

UX / UI

- Research & analytics
- Information architecture
- Design strategy & planning
- Ecosystem design thinking
- Design patterns & system libraries
- Data visualization
- Content strategy & UX writing
- AI-assisted design workflows

Leadership

- Cross-functional stakeholder management
- Hiring, team development & design operations
- Define design processes & standards

Experience

Independent Consultant

Principal Design Consultant

August 2025 - Present

- Running an independent design consultancy, specializing in early-stage ventures with the flexibility to support more established teams on design and product strategy.
- Partnering with teams as a founding design partner, contributing to product strategy, early UX, and establishing design foundations from the ground up.
- Bringing AI into the design process where it fits, without skipping the steps that make a product solid.

MICROSOFT

Principal Designer - Microsoft Fabric, Data Factory

October 2024 - February 2026

- Took ownership of a centralized container experience for Microsoft Fabric Data Factory by transforming ambiguous early concepts to unify pipelines, connections, and ETL assets, while collaborating with the platform team on a new Fabric global navigation, grounded in thorough research to drive toward a clear GA release plan.
- Led UX strategy and navigated complex stakeholder management across Azure and Fabric teams, multiple software offerings, and exec leadership to align on a large-scale enterprise migration initiative, participating in a working group to define migration guidelines for the greater Fabric design studio.
- Spearheaded a major UX/UI redesign of the pipeline node experience in Microsoft Fabric Data Factory, earning strong internal validation and a well-received public launch.

SILO

Lead Designer & Manager (Remote)

October 2021 - October 2024

- Joined as the first full-time designer, establishing product design and research operations from the ground up and building the foundational design system library.
- Grew into a Product Design Manager role while remaining a hands-on player coach, recruiting and building a skilled, diverse team of designers spanning UX, UI, design systems, research, and marketing design, while continuing to own and manage design projects directly.
- Led product design across up to five product lines simultaneously, driving universal design improvements and maintaining a cohesive experience at scale.
- Partnered with marketing to lead a full overhaul of brand, website, print, and digital materials, demonstrating range across product and marketing design.

BOULEVARD

Senior Product Designer (Remote)

May 2020 - October 2021

- Partnered with product team and engineering to build and scale the management platform to become the go-to SaaS solution in the spa and wellness space.
- Led design on larger feature work such as building a new loyalty program and marketing platform in-house to convert larger enterprise prospects to customers.
- Delivered value quickly in smaller chunks by addressing feature requests and feedback to stay on top of keeping the platform modern, user-friendly, and scalable.



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TOAST

Senior Product Designer (Remote)

July 2019 – April 2020

- Led product design and research on a newly formed platform team focused on user identity and permissions across the product ecosystem.
- Ran research sessions and dove into competitive analysis to determine the right scaled design approach for the future of permissioning.
- Collaborated with the lead engineer and product manager to define the product strategy, scope the work, and communicate the vision to stakeholders.

MINDBODY

Senior UX Designer (San Luis Obispo, CA)

September 2015 – June 2019

- Joined the team as a UX/UI full-stack designer to rebrand the consumer-facing app, later transitioning into the UX lead on projects for B2C products.
- Led UX design and strategy for a variety of B2B and B2C products including consumer marketing tools, client opt-in features, and scaling designs to solve legacy client management issues.
- Mentored UX designers through pair design and a company-wide mentorship program, laying the groundwork for a people leadership path.

Education

Master of Arts in Interaction Design

University of Kansas

Bachelor of Fine Arts & Design

University of Kansas

Additional

Product Design Coach

Practica

June 2022 - February 2024

Project Management & UX Design Volunteer

DESIGN FOR THE HOMELESS - Not-for-profit organization

January 2019 - September 2019

A11iance Taskforce Member

MINDBODY - Web Accessibility Group

January 2019 - June 2019

Member & Chair of Community Outreach

MINDBODY - Women in Tech Group

March 2017 - July 2020