

Hanna Heybe

Product Designer, crafting user-centred digital experiences across eCommerce, branding, and product design. Skilled in user research, Figma, motion design, and AI-assisted workflows, with the ability to translate user insights into intuitive, high-fidelity experiences. Proven ability to deliver end-to-end shipped products.

Birmingham, UK
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EXPERIENCE

CoderCo, Remote — *UX/UI Designer*

Mar 2024 - PRESENT

Designed and improved user journeys across CoderCo's website and Academy, from course discovery and onboarding through to learning modules and career support. Created user flows, wireframes, high-fidelity interfaces and reusable components in Figma, using user feedback and usability insights to simplify navigation and improve the overall learner experience. Worked closely with developers and internal teams to ship responsive designs from initial research through to final delivery.

Upwork, Remote — *Freelance Product Designer*

FEB 2023 - JAN 2024

Designed UI for fintech, edtech and eCommerce brands, reducing revision cycles by 60% and design turnaround time by 30% using AI tools. Built scalable Figma component libraries and delivered end-to-end designs from research through to final handoff.

Lugman Tech, Birmingham — *UX/UI Designer (Contract)*

JAN 2022 - DEC 2022

Conducted user research, identified pain points and turned insights into user flows, wireframes and high-fidelity Figma designs. Built responsive interfaces and reusable components, using usability feedback to improve the experience and meet business goals.

Currys PC World, Birmingham — *Customer Service Advisor*

MAY 2021 - DEC 2021

Delivered high-resolved customer queries and complaints efficiently while maintaining a professional and empathetic approach.

EDUCATION

Birmingham City University, — *Psychology*

Relevant coursework in qualitative research and human behaviour, developing strong skills in user research, interviewing, thematic analysis and translating behavioural insights into user-centred decisions.

SKILLS

User Research & Testing
UI Design In Figma
Insight Generation
Cross-Team Collaboration
Accessibility (WCAG)
Stakeholder Communication
Coding With Claude AI
AI Tools (ChatGPT, MidJourney, Lovable, Uizard, Bubble)
Design Sprint Facilitation
Analytics & Reporting
UX Writing & Brand Strategy

AWARDS & ACHIEVEMENTS

Microsoft UX Design Professional Certificate

IBM Designing User Interfaces and Experiences (UX/UI)

London Half Marathon

Human Appeal raised Funds For The Gaza Emergency Appeal

