

Hannah Kalma

Product Designer

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- /hannah-kalma

ABOUT ME

Product Designer with a Graphic Design foundation, specialising in transforming complex B2B SaaS data into intuitive, high-fidelity experiences. I leverage a modern, AI-augmented workflow, utilising "vibe coding" and LLMs to accelerate prototyping while maintaining technical craft to execute manually when precision is paramount.

SKILLS

- UX:** User Flows, Information Architecture, Wireframing, Usability Testing, Persona Mapping, User Interviews.
- UI:** High-fidelity prototyping, Typography, Iconography, Design Systems Architecture and Governance, Responsive Design
- Tools:** Figma, Figjam, Framer, Adobe Creative Suite, Pencil.dev, Stitch AI, Canva, Procreate, Prompt Engineering, Gemini, Claude, GitHub
- Collaboration:** Monday, Linear, ClickUp, Asana, Miro, Slack,

EXPERIENCE

- 2025 - 2026**
Product Designer
Jesus Film Project
Redesigned core features of the NextSteps Journey Builder, a web-based digital platform for global outreach. By identifying friction points in the editor, I designed a [high conversion 'Quick-Start' experience](#), enabling users to [launch complex interactive journeys in minutes](#) and increasing overall platform retention.
- 2024 - 2025**
Design Coordinator
Auckland Evangelical Church
[Led a multidisciplinary creative team for a large-scale community organisation](#), overseeing the end-to-end production of digital, print, and video content. I [established a mentorship framework that upskilled volunteers](#) across photography, web, and graphic design, ensuring cohesive brand identity across all projects.
- 2021 - 2024**
Product Designer
Trail Software
A comprehensive B2B SaaS platform for financial advisers. I optimised the investment advisory workflow by designing an integrated KiwiSaver tool and SOA generator, eliminating fragmented context-switching and [accelerating the advice delivery process from 60 minutes to 15 minutes per client](#).

EDUCATION

Bachelor of Design
Auckland University of Technology
Major in Graphic Design,
Minor in Creative Entrepreneurship

REFERENCES

Ziwei Liu
Jesus Film Project / UX Lead
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Trail Software / Product Manager
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