HANNAH BARENBOIM

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SUMMARY

Sole UI/UX designer at a fintech startup for 4+ years. Led the design of United MileagePlus X, a white-labeled United Airlines app that launched 90 days after contract signing and now has 400,000+ users.

EXPERIENCE

Dfinitiv — New York, NY (Hybrid)
UI/UX Designer — Oct 2022 – Present

- Sole designer at a 10–15 person fintech startup, owning product design end to end and working with front-end, back-end, QA, business, and executive teams.
- Led the redesign of Dfinitiv's app into United MileagePlus X, a white-labeled iOS and Android app for United Airlines, launched 90 days after contract signing and now used by 400,000+ people.
- Worked with United's UX, brand, marketing, legal, and engineering teams to adapt the app to their guidelines and secure approvals, then turned their requests and our technical limits into clear direction for engineering.
- Designed user flows, wireframes, and high-fidelity prototypes in Figma; partnered with engineers on handoff and the QA team on review of every release.
- Established Dfinitiv's design system and brand identity in Figma as the visual standard for the product and all company materials.
- Created App Store imagery and product mockups used on United's websites and in-flight seatback displays.
- Built the product's card database from scratch, covering ~200 cards from 20+ issuers and thousands of offers, refreshed weekly so the app ran on real data.
- Built the Dfinitiv company website from scratch with Squarespace and Claude, and produced social video for Dfinitiv's original app, Savvy, using CapCut, Lottie, and Jitter.

RevvGo (Contract) — Boston, MA
Content Marketing Specialist — Feb 2022 – Jan 2023

- Designed and built a new company website, migrating all CRM data and workflows from HubSpot to Wix.
- Improved site navigation and UX, and partnered with executives to define a new B2B brand identity.
- Ran a 3-month paid social and search campaign (Meta, LinkedIn Ads, Google) that reached 12,000+ users.

New England Survey Systems — Brookline, MA
Junior UX Designer — Aug 2021 – Jan 2022

- Designed user-facing survey programs for medical staff and patients on desktop, iPad, iPhone, and Android, for clinical trials running in 30 countries and 40+ languages.
- Wrote 40+ user manuals documenting products and workflows.

FORGE Design Studios — Boston, MA
Program Coordinator — Aug 2020 – May 2021

- Onboarded 5 clients for UX/UI, branding, and social projects; interviewed 44 candidates to staff project teams.
- Taught 23 design workshops on Figma, Adobe XD, and design fundamentals.

EDUCATION

Boston University — B.A. in Psychology, Minor in Computer Science — May 2021

SKILLS & CERTIFICATIONS

Design: Figma (daily), design systems, wireframing, prototyping, user flows, QA testing, Jitter, Lottie, CapCut, Canva, Adobe Photoshop, Illustrator, InDesign

Tools: Linear, Slack, Google Workspace, Microsoft Office, SQL, Squarespace, HubSpot, Wix, Claude

Certifications: Canva Graphic Design Essentials (2025); LinkedIn Design Thinking; LinkedIn UX Foundations: Research

Languages: Russian (native), Spanish (conversational)