

Alaina Hornibrook

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Portfolio

alainahornibrook.com

Highlights

Led end-to-end product design engagements for 10+ enterprise clients across internal tooling, operational platforms, logistics, fintech, healthtech, and e-commerce.

Drove UX strategy and product design for three newly built enterprise platforms leveraging new technologies, from concept through launch.

Skills

Wireframing

Prototyping

Workshop Facilitation

Information Architecture

Design Systems

Accessibility Standards (WCAG)

Enterprise Design

Visual Design

Interaction Design

Content Design

Figma

Adobe Suite

Education

Bachelor of Science in Journalism: Advertising Minor in BA

University of Oregon • Eugene, OR

Post Graduate Program in Artificial Intelligence and Machine Learning

University of Texas • Austin, TX

Work Experience

Retail Website Redesign

Lead User Experience Designer | Perficient | 10 weeks

- Redesigned a global retail platform serving 750,000+ monthly users across 100+ countries, modernizing information architecture, user flows, and responsive experiences to improve usability and reduce friction.
- Created a design system with 80+ components while ensuring consistency with broader system standards.
- Collaborated with senior stakeholders to gather and refine requirements, driving alignment between business objectives, technical constraints, and user experience outcomes.

School Nurse Schedule Management Platform

Lead User Experience Designer | Perficient | 8 weeks

- Drove concept development and product design for a mobile application supporting school and tele-nurse appointment management, serving 150+ users across five counties.
- Oversaw modernization of the legacy enterprise platform, defining scalable UX strategies and long-term experience roadmaps.
- Partnered closely across design, product, and engineering, bridging disciplines to drive clarity, alignment, and execution.

Financial Advisor Platform

User Experience Designer | Perficient | 5 months

- Facilitated cross-functional design and stakeholder reviews for platforms serving up to 30,000+ users, aligning multidisciplinary teams, synthesizing feedback, and informing product strategy.
- Applied research and experimentation methods, including A/B testing and usability testing, to validate decisions and refine product experiences.
- Aligned design, product, and engineering teams around a shared product vision, translating complex requirements into actionable UX solutions that accelerated execution.

Manufacturing and Distribution Logistics Tracking System

Lead Product Designer | Zebra Technologies | 3 months

- Designed a multi-platform application enabling lifecycle tracking of 20M+ products annually across global retail operations spanning 65+ countries.
- Translated complex requirements and strategic objectives into structured workflows, wireframes, and high-fidelity prototypes for large-scale operational environments.
- Owned cross-functional design reviews, aligning senior stakeholders on UX direction and integrating business objectives, technical feasibility, and operational needs.

Grocery Store Product Mapper

Lead Product Designer | Zebra Technologies | 3 months

- Led UX strategy, design direction, and information architecture for a store mapping application, delivering a scalable solution deployed across 280+ locations and supporting 70,000+ employees.
- Defined and designed foundational user workflows for a net-new platform leveraging cutting-edge technology, establishing UX standards that enabled enterprise-wide adoption.