Hassane **Koroma**

Lead Product Designer · Enterprise SaaS & AI

SUMMARY

Product designer with **10+ years** turning complex enterprise work into calm, usable tools, most recently aviation maintenance and engineering at **Alaska Airlines**. I design AI-assisted products and run **agentic design-to-dev workflows** that take UI from sprints to days. Trained as an architect, I design how people move through a system before how it looks.

EXPERIENCE

Alaska Airlines — Lead Product Designer, AI Workflows

APR 2023 – PRESENT · Contract · Remote

- Set up an **AI design-to-dev workflow** that delivered UI work scoped for about three sprints **in under a day**; other teams adopted it.
- Led UX research and design for the **M&E Portal**, bringing 14 maintenance and engineering tools into one platform; **5 consolidated so far**.
- Ran a jobs-to-be-done study (60+ jobs, 4 roles, 6 flight phases) showing one discrepancy entry could take **up to 13 steps across 7 tools**.
- Leading UX for the modernization of an aircraft monitoring app **in use for 20+ years**.
- Migrated the AMS design system from Auro to Alaska's Material UI-based library, partnering with developers on components and Figma-to-code consistency.

Citibank — Lead UX Designer

APR 2022 – MAR 2023 · Contract · Hybrid

- Led the redesign of an internal tool for financial analysts, raising **task completion by 13%**.
- Ran design sprints and workshops that got stakeholders, product managers and engineers to agree on what to build first.

CONTACT

New York, NY · Remote

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SKILLS

Product & UX

Research, jobs-to-be-done, IA, workflows, prototyping, usability testing, design systems, accessibility

AI

Agentic workflows, agent behavior & trust, voice & conversation design, AI prototyping

Tools

Figma, Figma Make, Claude Code, Cursor, Codex, Lovable, React, Miro, Adobe CC, HTML/CSS

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EXPERIENCE, CONTINUED

Amaano — UI/UX Designer

AUG 2021 – APR 2022 · Fintech · Contract

- Redesigned key flows of a mobile-first money transfer app after usability testing, cutting **task time from 10s to 7s**.
- Built the information architecture and design system that kept products consistent across markets.

KSE Consulting Group — UX Researcher

SEP 2020 – SEP 2021 · Full-time

- Led qualitative and quantitative research on blockchain platforms that informed which ones clients built on.
- Improved mobile load time **from 14s to 6s** using Google Lighthouse recommendations.
- Designed information architecture, wireframes and prototypes to WCAG 2.1 and Section 508.

di Domenico + Partners — Product Designer

MAY 2018 – AUG 2020 · New York

- Research and concept design for the modernization of the NYC MTA's retail guidelines.
- Turned research into sketches, user flows, prototypes and design comps for clients and teams.

di Domenico + Partners — Architectural Designer

JUL 2017 – MAY 2018 · New York

- Qualitative and quantitative research across **82 subway stations** for NYC Transit.

EARLIER

UX Designer, MegaHoot Technologies · Freelance · 2020

Research Assistant, New York Institute of Technology · 2016 – 2017

SELECTED AI WORK

inKom · founder & builder

Designed and built an agency project-management SaaS in 4 months with Lovable and Claude, incl. Tara, its AI assistant. A partner agency's official tool since Sept 2026.

EDUCATION

Bachelor of Architecture

New York Institute of Technology

2013 – 2018

CERTIFICATES & AWARDS

Google UX Design

Professional Certificate

1st place

NYIT Urban Design Competition, Manhattan campus, 2016

LANGUAGES

English, French, Maninka, Fulani, Susu, Spanish, Turkish