

Almira Hanafiah

almirahanafiah@gmail.com · +44 7771 737028 · [linkedin.com/in/almira-hanafiah/](https://www.linkedin.com/in/almira-hanafiah/) · almirahanafiah.com

EXPERIENCE

AI Product Designer

Feb 2025 – June 2026

Brim · London, UK

- Accelerated development cycles from months to under a week by building a complete Storybook design system directly in the codebase and agent-readable documentation (design.md), significantly increasing sprint velocity for 50+ product surfaces
- Established user trust in non-deterministic AI workflows by designing a "human-in-the-loop" interaction system for agents and assignments, enabling seamless approvals and dynamic state management
- Identified and resolved UX friction points by leading a 40+ person stress test programme, translating findings into high-priority sprint items
- Achieved 10% lead-to-call conversion by running 20+ growth experiments with A/B testing on cold outreach and in-person events, contributing directly to early sales pipeline

UI/UX, Product Intern

Aug 2024 – Feb 2025

Brim · London, UK

- Defined the visual foundations for a 0→1 product by conducting 50+ user and stakeholder interviews, translating research into early UX flows and wireframes

EDUCATION

BSc (Hons) Psychology – First Class Honours

Sep 2019 – July 2023

King's College London · London, UK

- Placement year as an Honorary Assistant Psychologist in NHS Talking Therapies
- Dissertation: A quantitative study on future-thinking and wellbeing in adolescents

SKILLS

Design Product Design · Interaction Design · AI Product Design · Design Systems · UX Research

Research User Interviews · Thematic Analysis · Regression Analysis · SPSS · Qualtrics

Technical Figma · Storybook · Java · Typescript · CSS/HTML · Python · React.js · Claude Code

Product Growth Experimentation · Product Strategy · Agile Collaboration · Stakeholder Management

PROJECTS

Sole Producer – The AI Opportunity

October 2025 – June 2026

Podcast on AI, leadership & organisational change · Hosted by Kenny Alegbe, CEO of Brim

Owned all production independently – guest research and outreach, interview coordination, editing, episode direction, and visual design. Developed a strong understanding of AI adoption trends and enterprise transformation through sustained engagement with practitioners at the frontier.

UX Designer – Deliveroo Hackathon

January 2024

24-hour hackathon · Brainstation UX Design Bootcamp

Redesigned Deliveroo's gifting feature with three engineers and a product manager, presenting the solution to company stakeholders and receiving positive feedback. This was one of several course projects, alongside a donation-flow optimisation for HFT Charity and a final capstone.