Maha Almatari
Product Designer

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● Experience

Designer, Lucky Penny Studio
January 2025 - Present

Creating product, brand, and marketing design deliverables
for early-stage startups.

Product Design Lead, Apprenta, a fast-paced tech
start-up bridging healthcare students to hospitals
March 2024 - August 2024

Lead product design and design UI flows. Help drive product decisions
by prioritizing features that deliver most user value for MVP.
Collaborate with founder and engineers to align product
with business goals and technical constraints.

Product Designer, John Hancock, Personal Investing portal
July 2023 - Dec 2023

Designed research-backed UI and UX solutions that improved account
document retrieval flow NPS by 50% and completion rate by 11%.

Synthesized a WCAG 2 accessibility audit by conducting interviews
and usability testing on users with visual and motor impairments.
Advocated insights to stakeholders to improve accessibility practices.

Digital Marketing Designer, Wayfair
July 2022 - Dec 2022

Designed consumer-facing creative assets and advertisements
for email, website, landing experiences, and social collateral,
supporting offsite and onsite marketing initiatives.

● Community

Program Assistant, Dialogue of Civilizations in Basel, Switzerland
June 2024 - August 2024

Supported 12 college students in a study abroad graphic design program
at FHNW. Streamlined faculty-student communication, and cultivate
a positive learning environment in class, residence, and travel.

● Education

Northeastern University, Boston, MA

BFA in Design, Graphic Design & Experience Design

● Skills

Design

Accessibility
Visual Communication
Concept Sketches
User Flows
Low-fi Wireframing
Hi-fi Mockups
Responsive Prototyping
Design Systems
Visual Language

Research

User Interviews
Usability Testing
User Personas
Affinity Mapping
Competitor Analysis

● Tools

Research

UserTesting
Domo
Medallia

Design

Figma
Adobe Creative
Cloud
Miro
Sketch

Project Management

JIRA
Microsoft Suite
Notion
Slack