

Maha Almatari

Product Designer

📍 Brooklyn, NY

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Experience

Designer — Freelance

Lucky Penny Studio / March 2025 - Present

Design UX interfaces and marketing assets for startups and global brands, translating brand strategy into cohesive digital and print media. Clients include L'Oréal and Resilinc.

Lead Product Designer — Donor Experience

LaunchGood / October 2025 - June 2026

Owned end-to-end donor-facing UX from research to polished UI. Redesigned fee coverage, doubling opt-in rates and increasing median donations from \$70 to \$100. Partnered with product and engineering to ship trust-driven experiences under tight constraints. Used Claude AI to create interactive prototypes and accelerate engineering handoff. Contributed to design reviews and foster a culture of feedback.

Founding Designer

Apprenta / March 2024 - August 2024

Designed and launched 0-1 user experiences for an early-stage healthtech MVP, driving 5x adoption in six months across 200+ students and 25+ administrators. Created clear and supportive onboarding flow, admin portal, and dashboard. Built lightweight design system for consistency across platforms, worked closely with the founder and engineers to define longer-term direction.

Product Designer — Personal Investing Platform

John Hancock Financial Services / July 2023 - December 2023

Improved document retrieval UX, increasing NPS by 50% and completion rates by 11% through research-informed, omnichannel design decisions. Led accessibility-focused usability testing and audits to ensure WCAG compliance and inclusivity of screen-reader users and visual and fine motor impairments.

Digital Marketing Designer

Wayfair LLC / July 2022 - December 2022

Designed creative assets including digital ads, email templates, and website elements for landing pages and promotional campaigns, leveraging quantitative data to guide design strategies.

Education

Northeastern University, Boston, MA

BFA in Graphic Design and Experience Design

Skills

Design

Visual Design
Storyboarding
User Flows
High-fidelity Mockups
Prototyping
Design System
Concept Sketches
WCAG Accessibility Standards

Research

User Interviews
Usability Testing
Tree Testing
User Personas
Affinity Mapping
Competitor Analysis

Tools

Design

Figma
Claude Code
Adobe Photoshop
Adobe Illustrator
Adobe InDesign

Research & Analytics

UserTesting
Domo
Medallia

Project Management

Agile Development
JIRA
Microsoft Suite
Notion
Slack