Maha Almatari
Product Designer

⊙ Brooklyn, NY

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💼 Experience

Lead Product Designer — Donor Experience
LaunchGood / October 2025 - Present

Own end-to-end donor-facing UX across web, from research and flows to polished UI. Design trust-driven, emotionally sensitive experiences and partner with product, engineering, and leadership to ship under tight technical and timeline constraints.

Designer
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, Resilinc, and Mpathic.

Founding Designer
Apprenta / March 2024 - August 2024

Designed and launched 0–1 user experiences for an early-stage healthtech MVP, driving 5× adoption in six months across 200+ students and 25+ administrators. Simplified complex dashboards and onboarding into clear, supportive interfaces. Built visual brand and lightweight design system for consistency across desktop and mobile, partnering closely with the founder and engineers to define requirements and iterate from feedback.

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 screen-reader–friendly experiences for users with 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 and validate marketing 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
Adobe Photoshop
Adobe Illustrator
Adobe InDesign

Research & Analytics

UserTesting
Domo
Medallia

Project Management

Agile Development
JIRA
Microsoft Suite
Notion
Slack