

Maha Almatari

Product Designer, focus on Accessibility

mahaalmatari.com

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● Experience

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. Prioritized features that deliver the most user value for the MVP. Collaborated 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 the retrieval flow's NPS by 50% and the 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, websites, landing pages, and social media 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 cultivated a positive learning environment in the classroom, residence, and during travel.

Design Lead, Generate: Northeastern's Product Development Studio

Sept 2023 - Dec 2023

Led product design and a team of four designers, organized tasks, provided design support and feedback, and streamlined workflows.

● 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