

Maha Almatari

Product Designer

📍 Brooklyn, NY

mahaalmatari.com
linkedin.com/in/mahaalmatari
mahaalmatari.ux@gmail.com
(347) 634-5720

Experience

Founding Product Designer (Freelance)
Apprenta, HR SaaS / March 2024 - Present

July 2026 - Present

- Sole designer building a **B2B** workflow tool for healthcare talent acquisition teams to create, approve, and manage hiring incentive programs, replacing spreadsheets.

March 2024 - August 2024

- Drove **5x adoption** in 6 months (200+ students, 25+ admins) by designing core products, including an admin program authoring tool and student dashboard.
- Built a **scalable** design system for cross-platform consistency.

Product Designer — Donor Experience
LaunchGood / October 2025 - June 2026

- Redesigned the fee-coverage flow, **doubling opt-in rates** and lifting net revenue per transaction.
- Owned donor-facing products **end-to-end**, from research to polished UI.
- Prototyped with Claude AI to align stakeholders and speed cross-functional handoff.

Design Mentor
Northeastern University / June 2024 - August 2024

- Mentored 12 students in a design program in Switzerland through design reviews and learning materials.

Product Designer — Personal Investing Platform
John Hancock Financial Services / July 2023 - December 2023

- Improved the financial document-retrieval UX, **increasing completion rates by 11%** and task-specific NPS by 50% through research-informed, omnichannel designs.
- Conducted **accessibility testing** and audit with engineers to **WCAG 2.0 compliance** for screen-reader users and those with visual and motor impairments.

Digital Designer
Wayfair LLC / July 2022 - December 2022

- Leveraged engagement data to drive design for high-traffic Black Friday/Cyber Monday campaigns, delivering cross-channel assets that grew YoY performance.

Education

Northeastern University — BFA in Graphic and Experience Design, 2024

Skills

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

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

Tools

Design
Figma
Claude Code
Adobe Creative Cloud

Research & Analytics
UserTesting
Domo
Medallia

Project Management
Agile Development
JIRA
Microsoft Suite
Notion