

Maha Almatari

Product Designer

📍 Brooklyn, NY

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Experience

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

Redesigned the fee-coverage flow, doubling opt-in rates and raising median donations from \$70 to \$100. Owned donor-facing products end-to-end, from research to polished UI. Partnered with product and engineering to ship trust-driven experiences under tight constraints. Built interactive prototypes with Claude AI to accelerate cross-functional handoff. Drove design reviews and fostered a culture of feedback.

Program Assistant
Northeastern University / June 2024 - August 2024

Mentored 12 students in a Switzerland-based design program, providing feedback and creating educational materials to support their academic growth.

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 supportive onboarding flow, admin portal, and dashboard. Developed lightweight design system for consistency across platforms, worked closely with the founder and engineers to define longer-term product direction.

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 design decisions. Led accessibility 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

Leveraged click-through data to guide design strategy for high-traffic Black Friday and Cyber Monday e-commerce campaigns, creating cross-channel digital ads, email templates, and website assets that drove positive YoY growth.

Education

Northeastern University
BFA in Graphic Design and Experience Design, 2024

Skills

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

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