Maha Almatari

Product Designer

⊙ Brooklyn, NY

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📄 Experience

Visual Designer
Lucky Penny Studio / March 2025 - Present

Translate business objectives into polished brand designs, such as style guides and product pull outs, for clients using design principles such as layout, typography, and color.

Founding Product Designer
Apprenta / March 2024 - August 2024

Designed and delivered 0-1 user interfaces for a startup's SaaS MVP, **increasing user adoption 5× over six months and connecting 200+ students with 25+ hospital administrators.** Crafted high-fidelity mockups and established a visual brand to ensure consistent design language across mobile and desktop. Collaborated with founder and engineers through all phases of the design process to refine product requirements, gather feedback to iterate on designs, and align with technical constraints.

Program Assistant
Northeastern University / June 2024 - August 2024

Tutored 12 university students in a Switzerland-based graphic design program by contributing thoughtful design critique and fostering a curious and respectful environment that supported their academic, residential, travel, and health needs.

Product Designer
John Hancock Financial Services / July 2023 - December 2023

Boosted account document retrieval **NPS by 50% and completion rate by 11%** by conducting user testing and analyzing data insights to inform design decisions. Clearly articulated design ideas to product leadership and partnered with development team to implement new features to application. Crafted an **accessibility** audit to improve usability of financial investing platform for users with visual and fine motor disabilities. Collaborated cross-functionally with product owners, engineers, and stakeholders.

Digital Marketing Designer
Wayfair / July 2022 - December 2022

Designed digital ads and email templates for landing pages and promotional items, leveraging success metrics to guide and validate marketing design strategies.

🎓 Education

Northeastern University, Boston, MA

BFA in Design — Graphic Design, Experience Design

✋ Skills

Design

User Flows
Journey Maping
Lo-fi Screens
High-fidelity Mockups
Wire-framing
Responsive Prototyping
Design System
Visual Design
Concept Sketches
WCAG Standards

Research

User Interviews
Usability Reviews
User Personas
Affinity Mapping
Competitor Analysis

✂ Tools

Design

Figma
Sketch
Adobe Creative Cloud
Miro

Research & Analytics

UserTesting
Domo
Medallia

Project Management

Agile Environment
JIRA
Microsoft Suite
Notion
Slack