

Maha Almatari

UX/UI Designer

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(347) 634-5720

EDUCATION

Northeastern University / Boston, MA

BFA in Design, Expected Graduation: May 2024

Wix Playground Academy / New York, NY

Jun 2022 – Jul 2022

Selected as one of 33 participants out of 600+ candidates for Wix's intensive one-month web design program

EXPERIENCE

UX/UI Designer / Scout, Student-Led Design Studio

Sep 2022 – Present / Boston, MA

Conducting user and market research to develop user flows, wireframes, and hi-fidelity prototypes to design the minimal viable product for a seamless experience in booking and hosting spaces in Communa's online marketplace focused on event space rentals

Design & Digital Marketing Co-op / Wayfair

Jul 2022 – Dec 2022 / Boston, MA

Supported offsite and onsite marketing initiatives by producing consumer-facing creative assets for email, website, landing experiences and social collateral

Freelance Designer / Resilinc

Dec 2021 – Oct 2022

Designed brand identity systems, slide decks, and collateral for clients, including tech start-up Mpathic and risk management software Resilinc

Graphic Design Co-op / Foundation Medicine

Jun 2021 – Nov 2021

Translated the FMI brand and campaigns into various digital and print assets, including web graphics, display ads, and social posts. Design and present pitch decks to effectively validate design ideas

Marketing Design Specialist / Cultured Kids Cuisine

Apr 2021 – Jan 2022

Increased email engagement by 10% and service engagement by 25% through newsletters that market CKC services to sponsors, donors, news channels, and followers

SKILLS

Design

Visual Communication
Concept Sketches
User Flows
Low-fi Wireframing
Hi-fi Mockups
Prototyping
Design Systems
Branding

Research

User Interviews
User Personas
Competitor Analysis

TOOLS

Figma
Sketch
Photoshop
InDesign
Illustrator
Miro
Notion

HONORS

The One Club for Creativity
VCU Strategic Workshop,
2nd Place, 2021

Scholastic Art and Writing
Awards, Gold Medal, 2019

Exhibition at The Met
Regional Exhibition, 2018