

# ALANA MATOS

PRODUCT DESIGN LEAD



## CONTACT INFO

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## PROFESSIONAL PROFILE

I'm a creative and empathetic product design leader with 8+ years of experience solving user and business problems through design, with a record of delivering high-profit, high-value strategic projects. Extensive experience designing enterprise (B2B) and consumer (B2C) products for mobile, desktop, and web.

## AREAS OF EXPERTISE

End-to-end design ▪ Wireframing ▪ Prototyping ▪ User-flows ▪ UX Copywriting ▪ UX Research ▪ Visual Design ▪ Product Management ▪ Cross-Functional Leadership ▪ Sketch ▪ Figma ▪ Adobe Creative Suite ▪ iOS and Android apps ▪ MacOS, Windows, ChromeOS, and Linux apps

## CONTRACTS & PROJECTS

Product Designer (2022) ▪ Meta ▪ Wearables, voice assistant  
Career Mentor (2020-2022) ▪ Black Valley ▪ Design Lab  
Product Design Lead (2022) ▪ Fintech App Contract  
Senior Product Designer (2021-2022) ▪ The Economist Group  
Senior Product Designer (2021) ▪ Beyond Identity  
Head Creative (2018-2019) ▪ TEDx Aston University  
UX Design Startup Mentor (2020) ▪ BEC  
Venture Associate (2019) ▪ LTX VC  
Contributing Writer (2018) ▪ Forbes  
Business Consultant (2018) ▪ Startup Guide  
UX Design Contractor (2018) ▪ Verto  
UX Design Contractor (2018) ▪ USAA  
Writing Contractor (2018) ▪ The Social Client  
Product Designer (2015 - 2016) ▪ CAKE  
Project Manager (2013 - 2015) ▪ Boston Children's Hospital

LIST OF AWARDS, RECOGNITIONS & REFEREES  
UPON REQUEST

## EXPERIENCE

### LEAD PRODUCT DESIGNER

[Stellar Elements](#) | Remote | 2022 - present

Lead end-to-end product designer working with Fortune 500 clients across industries and sectors.

### SENIOR GROWTH PRODUCT DESIGNER

[Clearing](#) | New York | 2021 - 2022

End-to-end product designer for the growth intake experience for new patients. Integral in helping the company reach product-market fit.

### SENIOR PRODUCT DESIGNER

[The Economist](#) | London | 2019 - 2021

Team lead for subscription products. Responsible for successfully delivering several multi-million dollar projects.

### PRODUCT DESIGN LEAD

[NeedsList](#) | Philadelphia | 2017 - 2018

Led the development of the company's online platform, working with engineering to improve the product's user experience.

### CO-FOUNDER & HEAD OF PRODUCT

[Caila](#) | Boston | 2015 - 2017

Oversaw the design of company branding and product design for mobile and web-based platforms. Managed product and engineering teams.

## EDUCATION

### ASTON UNIVERSITY

MSc International Business & Entrepreneurship | Graduated April 2020 | First Honors

### HARVARD UNIVERSITY

EdM Mind, Brain, and Education | Graduated May 2016 | 4.0 GPA

### NORTHEASTERN UNIVERSITY

BS Psychology | Graduated May 2014 | 3.7 GPA

## CERTIFICATIONS

Figma Design System Course, 2021 ▪ Created Visual Design, 2021 ▪ Award in Behavioural Economics, IDM, 2020 ▪ UX Copywriting, UX Writers Collective, 2020 ▪ Certificate in JavaScript, General Assembly, 2018 ▪ Certificate in HTML5, CSS3, and Web Design, General Assembly, 2016 ▪ Certificate in User Experience Design, General Assembly, 2015