

# ALANA MATOS

PRODUCT DESIGN LEADER



## PROFESSIONAL PROFILE

I'm a creative and empathetic product design leader with 7+ 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 ▪ UI Design ▪ Product Management ▪ Cross-Functional Leadership ▪ Sketch ▪ Figma ▪ Adobe Creative Suite ▪ iOS and Android apps ▪ MacOS, Windows, ChromeOS, and Linux apps

## CONTRACTS & PROJECTS

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

## CONTACT INFO

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Website: [www.alanamatos.com](http://www.alanamatos.com)

LIST OF AWARDS, RECOGNITIONS & REFEREES  
UPON REQUEST

## WORK EXPERIENCE

### SENIOR PRODUCT DESIGNER

**Clearing** | New York | 2021 - present

Product designer for the growth team, working on designing the intake experience for patients seeking non-opioid chronic pain management. Work directly with company leadership, including co-founders and the Chief Medical Officer to develop the product direction & strategy.

### SENIOR PRODUCT DESIGNER

**The Economist** | London | 2019 - 2021

Team lead for subscription products, optimizing key customer journeys and subscription experiences. Responsible for successfully delivering several multi-million dollar projects. Worked with product management & engineering through the product development process.

### PRODUCT DESIGN LEAD

**NeedsList** | Philadelphia | 2017 - 2018

Led the development of the company's online platform, including working with engineers to improve the product's user experience. Activities included conducting usability tests, wireframing, prototyping, and overall product management.

### CO-FOUNDER & HEAD OF PRODUCT

**Caila** | Boston | 2015 - 2017

Established requirements and strategy for product development. Oversaw the design of company branding and developed mockups, wireframes, and user flows 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

Figmaster 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