

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

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

CONTACT INFO

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LIST OF AWARDS, RECOGNITIONS & REFEREES
UPON REQUEST

WORK EXPERIENCE

PRODUCT DESIGNER

Meta | Remote | 2022 - Present

6-month contract working at Meta's Reality Labs. I work on end-to-end product design for the Assistant (voice technology) experience on the smart glasses team.

SENIOR GROWTH PRODUCT DESIGNER

Clearing Health | New York | 2021 - 2022

Worked on designing the intake experience for patients seeking non-opioid chronic pain management. Successfully delivered three company re-launches that were integral in reaching 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. Worked with PM & eng partners through the product development process.

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. I conducted user tests, wireframed, prototyped, and led end-to-end design.

CO-FOUNDER & HEAD OF PRODUCT

Caila | Boston | 2015 - 2017

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