

Maggie Alpaugh

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Profile

Product Designer with 3 years of experience spanning B2B proptech VC-backed startups. Experienced in end-to-end product design—from user research and prototyping to delivery with cross-functional teams.

Skills

Figma (prototyping, design systems) • Design systems • AI Coding (Claude, Cursor) • Research • Adobe Creative Suite • Miro • Jira

Education

Creative Industries BA
Ryerson University, 2014-2018

Experience

Product Designer • Alto Software B2B
May 2025 - Present

- Contributed to defining the design team's AI workflow strategy, exploring Claude and Figma MCP to accelerate exploration and prototyping across our process.
- Optimised a multi-step document set up flow, reducing friction and clicks by 50%.
- Led the redesign of our 12-year-old legacy product, creating patterns and components for our design system and contributed to winning a new customer worth ~£40k MRR.

UX/UI Designer • Rastro B2C (YC S24)
Jan 2024 - Oct 2024

- Designed and shipped a POC on a tight deadline, helping secure a \$1M+ Seed round.
- Established design foundations (colour tokens, component library and IA) for a fast-moving product.
- Drove design QA post-launch, resolving 10+ production issues to maintain usability standards.

Product Designer • Mohana Health B2C
April 2023 - Aug 2024

- Led 0-1 design, synthesising usability studies with beta users into a launched web app.
- Worked daily with 3 engineers and a PM, owning design quality and accessibility standards.