

# Maggie Alpaugh

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## Profile

Product Designer with 2 years of experience at VC-backed startups, delivering end-to-end products from user interviews to implementing Figma mockups with teams of developers.

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## Skills

- Figma, Webflow, Framer
- Adobe Creative Suite
- Linear, Github, ClickUp

## Education

Creative Industries BA  
Ryerson University, 2014-2018

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## Experience

### UX/UI Designer • Mohana

April 2023 - Aug 2024

- Led the design process from 0-1, transforming the founder's vision and qualitative testing with 15 beta users into a launched web app.
- Worked daily with our developer and product manager to go beyond the Figma, and implement and iterate our product based on user feedback.
- Facilitated design feedback meetings, fostering team collaboration and refining our mockups.

### UX/UI Designer • Rastro

Jan 2024 - Oct 2024

- Assisted a Y-Combinator company by designing two POCs, and successfully launching them on a short timeline to allow them to raise a 1M+ Seed round.
- Developed a cohesive brand including typeface, logo, colour scheme, and UI components into a design system that improved consistency across the product.
- Collaborated with engineers to troubleshoot production issues and implement design improvements swiftly.

### Website Designer • MiAltar Virtual

April - May 2024

- Redesigned the landing page to boost conversion rates and user acquisition.
- Integrated brand assets and refined UI elements (icons, buttons, input forms) to enhance overall user experience.