

Maggie Alpaugh

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 Lisbon, Portugal

UX/UI Designer • Mohana

April 2023 - August 2024

- Led the design process from wireframes to high-fidelity designs, translating the founder's initial ideas into a web app with three core features.
- Maintained constant communication with the development team before and after production to ensure high quality designs and correct functionality.
- Facilitated multiple design feedback meetings, fostering team collaboration, and aligning on a cohesive vision.
- Conducted various user feedback sessions, including a testing plan with 15 beta testers, resulting in refinement of the core offering.

UX/UI Designer • Rastro

Jan 2024 - July 2024

- Assisted a Y-Combinator company in shaping product direction by designing the initial vision and validating it through user interviews.
- Led a complete redesign of the interface and successfully launched it within a highly competitive timeline.
- Performed continuous quality assurance to prevent design inconsistencies in a fast-paced environment.
- Developed a cohesive branding language, including typeface, logo, and colour scheme, establishing the product's identity.

Website Designer • MiAltar Virtual

April - May 2024

- Redesigned the landing and about pages for startup founders to enhance user acquisition and marketing presence.
- Integrated existing assets into a new design using Adobe After Effects, Photoshop, and Firefly.
- Improved design elements such as icons, buttons, input forms, and testimonials to enhance user experience.

Senior Stylist • SSENSE

Jan 2020 - Dec 2022

- Conducted extensive research on brands and customers to understand their unique identities.
- Collaborated cross-functionally with multiple teams daily to ensure smooth production workflows.
- Executed daily photoshoots of approximately 100 outfits, maintaining high-level attention to detail and effective time-management.

Profile

I am an enthusiastic and creative UX/UI designer with 2 years of experience in femtech and e-commerce. Leading with a strong product mindset, I have helped multiple companies take their products from 0-1. My main goal is to merge business objectives with exceptional design to create products that genuinely connect with users.

Skills

- Figma, Miro, Webflow, Framer, Github, Linear
- Adobe Illustrator, Premiere, After Effects & Photoshop
- Social media management
- Cross-team communication
- Attention to detail
- Time management

Education

Creative Industries BA

Ryerson University, 2014 - 2018

UX Design Intensive

CareerFoundry, 2023

UX Design Course

Google Certificate, 2023