

# Maria Metzger

## Product Designer & Product Manager

[mariametzger.com](http://mariametzger.com) 📍 New York City

Product Designer & PM skilled in user insight, systems thinking, and cross-functional execution – building intuitive, scalable products that make a positive impact.



### Contact

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## WORK EXPERIENCE

### Brand Manager

Misfits Protein Bars (June 2023 - November 2025)

- Promoted 3x: Field Marketing Manager, US Marketing Coordinator, Marketing Exec
- Led cross-functional GTM for new product line and rollout of 5 new SKUs during a 4x distribution expansion to 2,400+ doors.
  - Built product ops systems (pricing, promos, trade calendar, creator database), improving planning and visibility across teams.
  - Ran user research (creator tests, interviews, focus groups) shaping product and packaging decisions.
  - Managed 150+ creator campaigns, generating 40M+ impressions.
  - Executed 12 Costco roadshows (3x benchmarks; +20% halo lift in Whole Foods) and 250+ events, distributing 10k+ samples monthly to 75k+ consumers annually.
  - Scaled ambassador program to 50+ leaders, reaching 750k+ college consumers.

### Product Design Lead

Stanford School of Engineering – Carta (March 2021 - June 2023)

- Led UX/UI and design system for course-planning platform used by 95% students.
- Designed 4 product iterations, improving task flow efficiency by 25–30%.
- Built and managed the design system, increasing UI consistency and efficiency between design and engineering teams.
- Ran 30+ user research and usability sessions with students and advisors, translating insights into product requirements and scalable UX patterns.
- Collaborated with 20 engineers and researchers across feature scoping, roadmap alignment, and delivery.
- Onboarded and trained 6 designers, strengthening workflow quality & continuity.

### Product & UX Designer

Freelance (2021 - 2024)

- Delivered end-to-end UX for 6 startups, designing 150+ web and mobile screens.
- Improved usability and conversion through redesigned dashboards, onboarding, and purchase flows.
- Led user interviews and competitive analyses to inform information architecture, wireframes, and prototypes.
- Built brand and design systems, improving visual consistency and implementation speed.

### UX/UI Designer

Buzz Solutions (June - August 2022)

- Redesigned inspection workflows, reducing errors and improving speed by 25%.
- Built 30+ prototypes translating user and stakeholder requirements into product roadmap recommendations.
- Led redesign of marketing website, improving clarity of product positioning, supporting enterprise sales enablement, and reducing bounce rate by 15%.

### Course Assistant – Design Thinking

Stanford d.school (April 2023 - June 2024)

- Mentored 300+ students across research, prototyping, and iterative design cycles.
- Supported curriculum design for 150+ student projects across 3 courses.
- Facilitated 6 workshops improving project outcomes and student clarity.

### Executive Director of Design Education

Stanford Women in Design (2019 - 2022)

- Designed and taught UX/UI curriculum for 50+ emerging designers.
- Led 25 workshops and events, expanding engagement across design community.
- Directed organization-wide rebrand and website redesign.



## EDUCATION

### M.S. Mechanical Engineering

Stanford University (2023 - 2024)

Depth in Product Realization  
Residential Assistant

### B.S. Product Design, with Distinction

Stanford University (2019 - 2023)

Art History Minor  
D1 Women’s Lightweight Rowing Team (2021 walk-on)

### Graphic Design Residency

Maryland Institute College of Art (2018)  
Visual communication & design fundamentals



## SKILLS

**Product:** User research, experimentation, requirements gathering, prioritization, stakeholder alignment, roadmapping, GTM planning, product strategy

**Design:** UX/UI, wireframing, prototyping, user flows, interaction design, information architecture, usability testing, design systems, heuristic evaluation

**Tools:** Figma, FigJam, Miro, Airtable, Notion, Jira, Linear, Webflow, Adobe CC, Google Analytics, Solidworks

**Core Skills:** Systems thinking, cross-functional leadership, synthesis, communication, facilitation, storytelling



## HONORS & AWARDS

### Phi Beta Kappa

Academic honor society recognizing excellence and breadth across disciplines (2024)

### Tau Beta Pi

Engineering honor society recognizing academic excellence, leadership, and community service (2023)

### IRA All-Academic Honors

Honor recognizing academic excellence among varsity rowers competing at the championship level (2022)

### Scholastic Art Awards

National Gold Medal & American Visions Medal honoring outstanding visual art and design work (2019)