Alana Matos

Staff Product Designer

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SUMMARY

Design leader with 10+ years building enterprise and consumer products across healthtech, biotech, and highly regulated environments, including government, compliance-driven, and accessibility-conscious organizations. Proven track record leading cross-functional teams and shaping product strategy for multi-million-dollar opportunities. Hands-on with AI-powered workflows, including self-built custom GPTs and a prompt library created with Figma Make.

SKILLS

Strategy & Leadership: Product Strategy • Roadmapping • Stakeholder Alignment • Workshop Facilitation • Team Leadership • Design Operations • Hiring & Mentorship

Research & Experience Design: User Research • Information Architecture • Interaction Design • Design Systems • AI-Augmented Workflows • Web, Mobile, Native (iOS & Android)

Tools: Figma • Adobe Creative Suite • Google Suite • PostHog • Amplitude • Notion • Jira • Confluence • Framer • Webflow • Maze • Dovetail • ChatGPT • Claude • Lovable

WORK EXPERIENCE

Embleema   Remote │ 2024 – Present
Lead Product Designer

Biotech SaaS startup of ~25 supporting genomic research and real-world evidence studies.

Key projects: Delivered a DoD biosurveillance project that led to a $5 million contract extension; Led initiatives that redirected $1M+ in funding from a competing vendor.

- Lead product and brand design across research and patient platforms used by Johns Hopkins, Mayo Clinic, and the FDA, improving clinical and research workflows.
- Direct a lean cross-functional team of two across design and marketing, leading transformation initiatives that improve product cohesion and brand consistency.
- Built the case for team growth by creating a hiring proposal, defining role scope, and organizing the interview process to hire and onboard direct reports.
- Established the company's first design system and product design workflow, improving collaboration with engineering and reducing dev cycles by 30%.
- Introduced AI-powered design workflows across the team to improve speed, consistency, and design exploration.

Stellar Elements   Remote │ 2022 – 2024
Lead Product Designer

Enterprise digital consultancy serving Fortune 500 companies.

Key project: Designed and launched an activity tracker iOS widget to track Chick-fil-A orders used by 2M customers.

- Led enterprise platform initiatives for clients, including Chick-fil-A, improving digital experiences used by thousands of restaurant operators nationwide.
- Shaped client proposals by contributing to product strategy and project scoping, turning those ideas into engaging narratives that supported new business.
- Mentored three junior designers through weekly coaching on client management and consulting skills, helping them grow their accounts.

Clearing   New York, NY │ 2021 – 2022
Senior Growth Product Designer

Consumer health tech startup focused on chronic pain treatment.

Key project: Designed an experiment that more than doubled sign-ups from 1.9% to 4.1%.

- Built the 0→1 patient intake and onboarding experience and redesigned subscription flows, helping move the company toward product-market fit and increasing patient sign-ups by 10%.
- Developed an experimentation framework that improved testing velocity and helped increase engineering output across growth initiatives.
- Led insurance experience design for patients on Medicare and Medicaid, focusing on insurance validation and access across key enrollment flows.
- Uncovered key friction points in the chronic pain patient journey through workshops, diary studies, usability testing, and A/B experiments, informing roadmap decisions.

The Economist   London, UK │ 2019 – 2021
Senior Product Designer

Global media org known for its journalism, analysis, and digital subscription products.

Key project: Led the subscription replatforming project that helped drive one of The Economist's most profitable holiday campaigns.

- Led design for global subscription experiences across Economist.com and apps, delivering multi-million-dollar initiatives that improved acquisition and retention.
- Helped shape the roadmap for digital reader growth in partnership with executive leadership, including the CEO, CPO, CMO, and editorial leaders.
- Drove product direction across newsletters, podcasts, and digital platforms by uncovering audience insights through organization-wide user research.

CONSULTING & COMMUNITY ENGAGEMENT

Designlab, Black Valley   Remote │ 2020 – Present
Career Mentor

Mentor early-career designers on UX strategy, portfolio development, and navigating careers in product and technology.

Meta • Beyond Identity • USAA • Others   Remote │ 2018 – Present
Product & UX Contractor

Delivered product and UX work across emerging fields like wearables, voice interfaces, AI, fintech, and enterprise security platforms for a range of clients.

NeedsList   Philadelphia, PA │ 2017 – 2018
Product Lead & Community Organizer

After Hurricane Maria shut down Puerto Rico while I was building my startup, I joined NeedsList to support disaster relief efforts. Led product and community engagement initiatives that helped raise $50K+ in goods, services, and funding for grassroots organizations supporting recovery efforts.

Caila   Boston, MA │ 2015 – 2017
Co-Founder & Head of Product

Co-founded an education startup focused on expanding access to higher education, leading early product strategy, platform design, and user research from the ground up.

EDUCATION

Northeastern University   Boston, MA │ 2014
Bachelor's in Psychology

Harvard University   Cambridge, MA │ 2016
Master's in Mind, Brain, and Education

Aston University   Birmingham, UK │ 2019
Master's in International Business and Entrepreneurship

Full list of certifications and courses in design, AI, and technology available on LinkedIn.