

Maddy Raff

+1 408 656 7337

madelineraff@gmail.com

Portfolio: mraff.design

Skills

Design thinking

Product strategy

Prototyping

Visual design

Design systems

User research

Mentorship

Education

University of Wisconsin, Madison

Bachelor of Science - Studio Art

About

Experienced product designer with a knack for making complex systems feel simple and intuitive.

Over the past 12 years, I've shaped experiences that improve how people learn, work, and connect. I thrive in cross-functional teams, enjoy simplifying messy problems, and care a lot about designing for clarity and purpose.

Study.com

Senior Product Designer → Lead Product Designer

Apr 2023 - Present

Leading the redesign of Study.com's college credit platform to make earning a degree more accessible, efficient, and enjoyable through AI-powered learning.

Designed and launched a new test prep product that helps professionals prepare for certification exams. The redesign drove a 15% increase in member retention, a 12% uplift in users achieving their target scores, and significant revenue growth.

DoorDash

Senior Product Designer

May 2022 - May 2023

Led product improvements for the Merchant Menu Manager, optimizing the experience to reduce errors, improve order accuracy, and increase merchant satisfaction. These enhancements significantly reduced support escalations related to menu issues, improving efficiency for both merchants and consumers.

LinkedIn

Associate UX Designer → Product Designer → Senior Product Designer

Oct 2016 - Mar 2022

Led design initiatives on several different teams including LinkedIn Learning, Help and Support Experiences, Internal Tools, and Enterprise Platform. Conducted user research studies, collaborated cross-functionally, influenced product strategy, and drove positive impact for users.

Workato

UX Designer

Sep 2015 - Sep 2016

Second designer at Workato. Collaborated with Heads of Product and Engineering to innovate, design, and ship complex technical features.

1StudentBody

UX Designer

Aug 2014 - Aug 2015

Designed for the company's suite of mobile and web apps targeted to high school students. Designed email marketing campaigns. Created branded assets and logos.