

Maddy Raff

PRODUCT DESIGNER

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San Jose, CA

EXPERIENCE

Study.com

Apr 2023 — Present

Lead Product Designer · promoted from Senior Product Designer

- Led an org-wide shift to an AI-native design process. Built codebase prototyping workflows, Claude-powered PRD generation, and product research tooling. Improved UX quality, deepened engineering partnership, and raised the design team's technical craft.
- Led the end-to-end redesign of Study.com's flagship product, College Saver, to address a funnel where roughly half of enrolled learners weren't completing a course. Increased course completion by **12%**, decreased support tickets by **31%**, and a generated a **3%** lift in segment revenue (**\$1M+ lift annualized**).
- Built Eureka, Study.com's first global design system, against two decades of design debt. Both design and engineering workflows are now **50%** faster. I provide ongoing training for the team and system maintainance.
- Designed and launched a new test prep product for certification exams: **15%** lift in member retention and **12%** more learners hitting their target score.

DoorDash

May 2022 — May 2023

Senior Product Designer

- Owned design for Menu Manager, used by every DoorDash merchant. Shipped to 100% of merchants: self-serve menu edits up **6.4%** and menu-related support tickets down **30%**.
- Redesigned DoorDash's merchant photo uploader — the platform's first-ever mobile upload experience. Launched to 100% of merchants, driving **\$5M in annualized GMV** through a 2.5% lift in photo submissions.

LinkedIn

Oct 2016 — Mar 2022

Senior Product Designer · promoted from Associate and Mid-level

- Redesigned In-Product Help for the 3M members seeking help every week, shipped across seven LinkedIn products. Case volume down **7.3%** overall (**13%** on Recruiter), help searches up **24%**, help sessions up **7×** on Campaign Manager.
- Also led design for LinkedIn Learning, Internal Tools, and Enterprise Platform — consumer, enterprise, and internal products across five and a half years.

Workato

Sep 2015 — Sep 2016

UX Designer

- Second designer at the company. Partnered with the Heads of Product and Engineering to ship complex technical features on an early-stage integration and automation platform.

1StudentBody

Aug 2014 — Aug 2015

UX Designer

- Designed mobile and web apps for high school students, plus brand assets, logos, and email marketing campaigns.

SKILLS

Design	End-to-end product design · Design systems · Interaction & visual design · Prototyping · Accessibility
Research	User research & interviews · Usability testing · A/B testing · Data-informed design
Strategy	Product strategy · Zero-to-one · AI-integrated design process · Cross-functional leadership · Mentorship
Tools	Figma · Claude

EDUCATION

University of Wisconsin–Madison

B.S., Studio Art