



Maggie Mason Avila

Product Designer

Contact

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My Story

I am a Product Designer with experience in user research, project management, product development life cycle, and service design and delivery.

My work style is collaborative, process driven, and informed by user-centered and conversational design principles, ethnographic research, universal accessibility, and humane technology values.

I'm excited to offer my design expertise, especially to organizations that are values aligned!

Core Skills

- User research
- Content writing
- Product design
- Design systems
- Usability testing
- Style guides
- Project management
- Project documentation
- Presenting to diverse audiences

Core Tools

- **Design:** Paper wireframes, Figma, Zeplin, Adobe CC
- **AI:** Figma Make, MagicPath, Replit, MidJourney, Claude, ChatGPT, Perplexity, Adobe Firefly
- **Project Management:** Asana, Jira, Productboard
- **Documentation:** Confluence, Miro, Obsidian, Notion, AnyType, Google Docs & Slides

Selected Experience

Consulting

August 2023 — Present

- Established user research infrastructure and processes for clients.
- Conducted qualitative user research in compliance with industry-specific standards.
- Professional development through online courses, industry research, creating design practice knowledge base, and updating portfolio artifacts.
- Explored the environmental design industry through formal education, field projects, self-study. Acquired foundational knowledge, and skills to design, install, and maintain a successful native residential landscape.

Senior Product Designer, Swing Therapeutics

May 2020 — July 2023

- Collaborated across teams to deliver brand experiences, evidence-based therapeutic product experiences, and online clinical care platform support.
- Collaborators include clinical subject matter experts, product management, engineering, content writers, user researchers, marketing, senior leadership, legal advisors, clinical care team members, visual designers, illustrators, and design agencies.
- Defined and conducted discovery and scope defining activities to translate clinical goals into a product direction informed by chronic pain management psychological theoretical orientation protocols.
- Collaborated on qualitative user research, usability testing, and A/B testing through writing research plans, screening criteria and surveys, scripts, data analysis, and presenting findings.
- Designed and oversaw implementation of the Stanza design system and app redesign, which a clinical research study found increased user satisfaction, engagement, sleep quality, and well-being.
- Led the service design process and successful launch of Swing Care, an online clinic specializing in fibromyalgia care.
- Advised fellow designers on process, compliance, and deliverables, which contributed to increased efficiency, consistency, team growth and fostered a collaborative culture.



Senior Product Designer, Enwoven

January 2017 — November 2019

- Planned and facilitated design workshops for rebranding, company culture, and product initiatives.
- Conducted user research with Customer Advisory Board by creating testing artifacts, writing scripts, distilling feedback, and integrating insights into feature iterations to improve the product experience.
- Developed the design system and supported its implementation and documentation.
- Managed the product backlog through daily cross-functional collaboration with product, engineering, sales, marketing, and senior leadership.
- Advised designers on process and deliverables, which helped define and grow an open, and collaborative design culture.

Product Designer, Josephine

March 2016 — January 2017,

- Collaborated cross functionally with engineering, cook support, marketing, and senior leadership.
- Redesigned the company website to better articulate Josephine's value proposition.
- Designed key product features resulting in increased engagement and revenue for cooks.
- Contributed design skills towards the legislative effort within Josephine to help legalize food sales, which culminated in the successful passing of California AB626.

Consultant Product Designer

August 2015 — November 2015

- Led a cross-discipline team of product designers and product growth practitioners through a lean user experience redesign process.
- Collaborated on user research, design workshops, iterative prototype design, and usability testing efforts for our clients.
- Designed a fantasy map inspired user experience for an online entrepreneur coaching program.

Graphic Designer, CREDO Mobile

January 2013 — September 2015

- Collaborated cross functionally with marketing, engineering, creative, politics, and human resources teams on a variety of projects.
- Oversaw the design, production, and review process for the printed monthly customer bill, new phone launches, phone quickstart guides, marketing and email campaigns.

Education

California College of the Arts

B.F.A., Graphic Design with distinction
San Francisco, California (2007 - 2011)

Diablo Valley College, Horticulture Program

Currently pursuing AS in Landscape Design
Pleasant Hill, CA (2023 - Present)

W3Cx WAI0.1x

Introduction to Web Accessibility (2024)

Maven

Figma Design System Bootcamp (2023)

Center for Humane Technology

Foundations of Humane Technology Course (2022)

Yale School of Management, AIGA

Business Perspectives for Creative Leaders (2019)

GDPR Course - GDPR Certification

Platinum Edition, Udemy, Online (2018)

Tradecraft

Product Design Program (2015)