

Maitri Bhateja

San Francisco-based Product designer who works where design has the most at stake—civic tech and government services that touch people's health, money, and opportunity.

[Portfolio link](#)

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415.312.0178

Experience

New Jersey Innovation Authority

Product Designer // Jan '25 – Present

Designed a compliance education tool helping NJ Medicaid members navigate federal HR1 policy changes — coordinating across DMAHS, DHS, and legal to translate dense policy into a plain-language digital tool. Now live, designed for the ~450K at-risk NJ Medicaid members.

Built a doula enrollment and contracting platform with the Office of the First Lady, DHS, DMAHS, and major insurers (Aetna, United, Fidelis) — collapsing a fragmented multi-agency paper process into a single guided digital application.

AIML Inc., San Francisco

Founding Product Designer // Nov '24 – Jan '25

Established design foundations and shipped end-to-end UX for an enterprise pre-employment assessment platform — working directly with founders to define product direction, patterns, and workflows from zero for enterprise hiring clients.

CNN Digital, San Francisco

Product Designer // Jan '24 – Aug '24

Led design and research for CNN's 2024 election youth engagement product — managing a 5-person team to ship a web experience connecting political content to young voters.

Thence, Bangalore, India

Senior UX designer // Sep '22 – Jun '23

Led cross-functional design strategy with marketing and sales to improve product adoption and conversion; mentored junior designers and established design structure and processes across the team.

UX designer // Mar '21 – Sep '22

Revamped Angel One's UX for 20M+ investors, contributing to an 85% revenue increase — recognised as Fintech App of the Year 2023 and Best Trading App 2024. Defined AR/XR experiences for Avataar's product suite, which won the Auggie Award at AWE 2022.

UX design intern // Nov '20 – Mar '21

Improved conversion rates by 9% at Blink, Kuwait's leading e-commerce platform, through ethnographic research and IA redesign.

Community

Women In Design, San Francisco

Design mentor // Sep '24 – Ongoing

Design mentor, continuing through community events and design initiatives.

Center for Art and Public Life, SF

Campaign lead + designer // Mar '24 – Aug '24

Led a team of five with the Assistant Director to plan and execute the "Love Lives in SF" campaign, spanning web design, events, workshops, and fundraising.

Education

Master in Human Computer Interaction

California College of the Arts, San Francisco
Aug '23 - Aug '24

Bachelor in Architecture

School of Planning and Architecture, Delhi
Aug '15 - Aug '20

Skills

Hats I've worn

Research & Testing · Synthesis & Insights · Design Strategy · Cross-functional Leadership · AI-assisted design & prototyping

Recognition

\$10,000 Impact Award for Design in Social Innovation

2024 (For CNN Digital work)

San Francisco Climate Week feature

2024

Fintech App of the Year, Best Trading App and more

2023, 2024, 2025