Maria Finelli

Head of Design
Designing for people, shipping with AI

Contact

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Skills

DESIGN ENGINEERING & AI
AI coding agents, agent and prompt design, design-to-production workflows, front-end implementation, product analytics, rapid prototyping

PRODUCT DESIGN
interaction design, information architecture, design systems, prototyping, user research, usability testing, A/B testing, accessibility

TOOLS
Figma, Claude Code, GitHub, Vercel, PostHog, Adobe CC

Education

Product Psychology Certificate
Growth Design Inc.

BFA Visual Communication
Robert Busch School of Design
Magna Cum Laude

Experience

Senior → Lead Product Designer → Head of Design Runwise

2024 – Present

- Owned product design for the water platform, now monitoring 119 buildings and 5,900+ sensors; 2,900+ leaks surfaced with 99% resolved.
- Built Studio with a senior engineer: an AI design agent that produces on-brand sales analyses and weekly product reports, with a designer signing off on everything it ships.
- Designed and shipped three growth tools in production with AI coding agents; $76K+ pipeline influenced, cycles cut from sprints to days.
- Ran a behavioral audit of the app grounded in product psychology; shipped 4 fixes, including a new notification system and branded loading states. Studio's first pass traced 40% of rage clicks to one menu.
- Led the company rebrand through a 3-week workshop series with 21 people across 5 teams; rebuilt the identity as one system.

Brand Design Lead Radar

2023 – 2024

- Executed high-impact design strategies across ad campaigns, their annual conference, and their company's homepage, boosting conversion rates and product engagement.
- Built custom project management templates to streamline cross-functional collaboration, track deadlines, and prevent missed deliverables, improving team efficiency.
- Led the design team in maintaining brand consistency across all digital and physical assets.

Senior → Lead Designer Refine Labs

2021 – 2023

- Redesigned and restructured the company website, making every page responsive
- Built and reviewed wireframes, prototypes and designs with executive leadership, then partnered with engineering through build.
- Designed monthly ad campaigns of up to 45 static and animated ads for 4 – 6 clients, reworking them every two weeks using performance data.

Brand Designer Datadog

2019 – 2021

- Redesigned Datadog On, the engineering video series, around how engineers browse; YouTube subscribers grew from 11.9K to 29K+.
- Restructured the Documentation page around user intent with search-first navigation; redesigned the API page and Webinars Hub.
- Created brand systems for regional summits in Japan and South Korea, driving 500+ registrations.