Rachel Beiser

PRODUCT DESIGN & STRATEGY

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EXPERIENCE

Maven Clinic

Senior Product Designer — May – July 2026

- Led product design, strategy, user research and usability testing for a new weekly Maternity Header experience, replacing the legacy pregnancy-fruit metaphor; drove a 25% relative lift in engagement among all pregnancy members
- Extended the Maternity Header project by leading design on a new weekly story format within the header; drove a 23% increase in retention on top of the 25% increase retention from the baseline project (see above)
- Built an AI-powered product simulation tool using Cursor that enabled internal teams to skip the tedious test account setup and drop straight into the member experience they needed, saving ~10 minutes per run

Product Designer III — Aug 2021 – April 2026

- Designed Maven's first clinical intervention module for pregnant members at risk for preeclampsia; 55% of at-risk members engaged, which drove aspirin use to 76.5% vs. 63.7% among those never exposed to the module (a 20.1% lift)
- Redesigned the fertility onboarding flow to promote ovulation medications to eligible members; drove 23% of eligible members to book a provider appointment and a 12% overall pregnancy rate (!!!)

Product Designer II — Nov 2020 – Aug 2021

- Led redesign of account creation, eligibility verification, and member onboarding flow; increasing member enrollment by 10% in the quarter after launch

Urbint

Product Designer — Apr 2019 – Nov 2020

- Led research and product design for MVP of Urbint's flagship product, resulting in 15 paying clients and millions of dollars in recurring revenue
- Established and maintained a design system to streamline product development across the organization

American Museum of Natural History • New York • Design Intern, 3D Exhibition — Sep – Dec 2017

Rexford Industrial • Los Angeles • Marketing & Graphic Design Intern — June-July 2017

EDUCATION

Bloc • Certificate, UX/UI Design & Front-End Development — Jan - Nov 2018

Yeshiva University • BA, Studio Art & English Communications — Class of 2017

TOOLS

AI prototyping tools (Claude Code, Cursor, Figma Make), Figma, Recraft, Git, Mixpanel, Canva