Maitreyee Muley
UX Designer & Researcher

CONTACT

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WORK EXPERIENCE

UX DESIGNER & RESEARCHER | GiveShop *(8 months)*
Jan 2020 - April 2020 & August 2020 - Present, USA

GiveShop is a pre-funded startup to simplify the experience of donation and volunteering for various social causes

• Drove user research and design development of a web and mobile interface serving both consumers and enterprise needs

• Created wireframes, conducted user tests, and rapidly prototyped 4 rounds of high fidelity mockups which lead to a 7.5 average customer satisfaction score

• Iterated the information architecture to reduce friction in navigation and time to donation checkout leading to a overall 60% customer conversion rate

• Contributed to the development and maintenance of the design system and created 20 + UI library components

UX RESEARCHER | Eezy *(4 months)*
April 2020 - July 2020, USA

• Spearheaded UX research and delivered the redesign for an online imagery editing software, which received a positive reaction from 65% customers

• Identified opportunities to optimize the software's experience by conducting heuristic evaluation, in depth interviews, usability tests, and competitive analysis

• Conducted user research with over 35 customers and embedded FAQs with GIFs in the existing software, which reduced customer support calls by 20%

• Created user flows and wireframes on Figma for the redesign emphasizing on content strategy and visual style and collaborated with PM, Product Designers, Developers, to gather insights that meets both user and business needs

UX STRATEGY INTERN | M Moser Associates *(3 months)*
June 2019 - Aug 2019, USA

• Co-facilitated 3 focus group workshops with clientele that focused on work behaviors, space and occupancy planning, to develop a framework

• Researched and analyzed shifts in digital workplaces by conducting in-depth interviews and surveys to define a better collaboration in employees

COLLABORATIVE PROJECTS

UX DESIGNER | Savannah College of Art & Design Sept 2019 - Nov 2019
• Led an end-to-end project for a mobile application that enables connecting a relocator and a helper to their new community

UX DESIGNER | Savannah College of Art & Design Mar 2019 - May 2019
• Prototyped, tested, and designed a mobile application to create an ideal shared coworking community for co-workers to work on the go

SKILLS

DESIGN
• Affinity & Empathy Mapping
• Information Architecture
• Wireframes
• Prototyping
• Persona
• Concept Development
• User Journeys
• User Flows
• Accessible Design
• Design System

RESEARCH
• Contextual Inquiry
• Usability Testing
• Competitive Analysis
• User Interviews
• Surveys
• Card Sorting
• Data Analysis
• Data Visualization
• Workshop Facilitation
• Heuristic Evaluation
• Market Research

TOOLS
• Figma
• Adobe Creative Suite
• InVision
• Sketch
• SurveyMonkey
• Google Analytics
• Microsoft Office Suite
• Optimizely
• UserTesting.com

EDUCATION

MA DESIGN MANAGEMENT - Dec 2019
Savannah College of Art & Design (SCAD)

M.ARCH URBAN DESIGN - April 2017
University of Mumbai (K.R.V.I.A)

B.ARCH ARCHITECTURE - June 2014
University of Nagpur (S.M.M.C.A)