

Maitreyee Muley

Senior Product Designer

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Senior Product Designer with 7+ years of experience specializing in subscription, monetization, and purchase experiences across web and native iOS. Leads 0-to-1 work from research through launch, including SmugMug's first iOS-only subscription, and designs AI features people can trust. Prototypes in code with Claude Code and Lovable.

EXPERIENCE

Senior Product Designer | SmugMug - Jun 2021 - Present

Subscription SaaS for small businesses and consumers (parent company of Flickr). Joined as Product Designer; promoted to Senior in 2023.

- Led product and design strategy for SmugMug's **first iOS-only consumer subscription** for photo storage and sharing, from concept to App Store launch (Aug 2026); reached **~17% trial-to-paid conversion in month one**, opening a new mobile-first revenue line.
- Designed **human-in-the-loop AI auto-tagging** for the photo Library, with confidence indicators, bulk review and override controls, and redesigned its **information architecture** around hierarchical and multi-label organization; reduced manual organization effort by **28%**.
- Shipped **in-product guidance** that leads new customers to their first client delivery and sale, lowering trial drop-off **from 60% to 32%**.
- Designed a **reusable add-on discovery and purchase system**, with product pages plus buy-at-signup and buy-later paths, scaled across **6 add-ons** for a company MRR initiative; new-subscriber attach for the flagship add-on rose **67%**.
- Cut mobile onboarding from **11 questions to 2**, still recommending the right plan; validated in a **usability study**; trial starts rose **22%**.
- Owned **multi-user account management** from zero to one, with owner controls for users, roles, permissions and seats; tested complex permission states with **AI-built prototypes** alongside product, engineering and legal; adopted by **1.2K+ accounts (\$150K+ ARR)**.
- Led expansion of the **design system** with reusable **WCAG 2.1 AA** components and patterns; mentored designers and coached engineers through office hours and design reviews, driving adoption across teams and cutting design-to-engineering handoff time **~25%**.

UX Designer | Retail Business Services (Ahold Delhaize) - Jan 2021 - Jun 2021

- Designed the **information architecture and style guide** for a **chatbot-builder platform** used by developers across 4 Ahold Delhaize brands (Food Lion, Giant, Hannaford, Stop & Shop) to launch customer-service bots.

UX Designer | GiveShop - Aug 2020 - Dec 2020

- Led design and research for a donation e-commerce platform; **4 rounds of checkout usability testing lifted conversion 60%**; contributed **20+ components** to the design system.

UX Researcher | Eezy - Apr 2020 - Aug 2020

- Led research for an image-editing tool redesign; introduced **in-product FAQs that cut support calls 20%**.

SKILLS

Product Design: product strategy, zero-to-one, growth & monetization, lifecycle & experimentation, complex workflows, information architecture, interaction & visual design, accessibility (WCAG 2.1 AA), mentoring & design critique

AI: designing AI features (confidence, review, override), AI-assisted prototyping & research synthesis

Research & Metrics: usability testing, interviews, A/B testing, funnel analysis, journey mapping, post-launch analytics

Tools: Figma, Claude Code, Lovable, UserTesting, Google Analytics, Miro, Jira

EDUCATION

Master of Arts, Design Management	Savannah College of Art and Design (SCAD)	2019
Master of Architecture, Urban Design	University of Mumbai	2017
Bachelor of Architecture, Architecture	University of Nagpur	2014