

Maitreyee Muley

Senior Product Designer

Seattle, WA · maitreyeemuley.com · LinkedIn · maitreyeemuley1491@gmail.com · +1 912-412-8330

Senior Product Designer with 7+ years of experience designing consumer and small-business products across web and native iOS. Leads ambiguous, zero-to-one problems from research and complex workflow design through prototyping and measured releases, partnering closely with product and engineering to create accessible, data-informed experiences.

Experience

June 2021-Present

Senior Product Designer · SmugMug

Joined as Product Designer; promoted to Senior in 2023.

- Led product and design strategy for the zero-to-one iOS Personal Plan, using a research-validated primary persona to test a new mobile-first consumer offering; launched August 2026 with 449 trials and 78 paying subscribers in month one.
- Simplified the core library-to-gallery sharing flow from 6 steps to 4 and designed password states for first-time and repeat shares, reducing interaction steps and clarifying access controls.
- Partnered with engineering to identify a scalability flaw before launch; validated the revised experience through a 7-participant usability study and used post-launch research to guide subsequent UX priorities.
- Led complex Collaborator Logins & Add-Ons workflows for trials, signed-up states, seat management, and add-on purchases using Lovable AI prototypes; supported a monthly recurring revenue (MRR) initiative with 532 seats filled across 427 accounts.
- Redesigned Gallery Privacy settings, replacing ambiguous dropdowns with clearly labeled button states and plain-language copy; used AI-assisted synthetic-user feedback to identify potential usability issues.
- Co-designed and usability-tested an information architecture prototype for SmugMug's rebranding, validating a simplified self-onboarding model that shaped the rollout roadmap.
- Led UX for a new upload experience within a two-week window, partnering with engineering to reduce implementation scope and deliver a usability-tested core flow internally ahead of schedule.
- Designed reusable Mercury design-system components in Figma for a shared engineering codebase, including account activity logs and overdue-account warning banners.
- Facilitated design critiques and cross-team workshops, and partnered with product managers on quarterly roadmap planning.
- Led trial activation discovery for event and experience photographers, uncovering a 60% drop-off rate versus the reported 14% and redirecting team priorities toward the actual funnel breakdown.

January 2021-June 2021

UX Designer · Retail Business Services LLC

- Designed a chatbot-builder web application enabling developers to create custom chatbots for grocery brands including Hannaford, Giant, and Food Lion.

January 2020-December 2020

UX Designer · GiveShop

- Led design and research for a donation and volunteering platform; conducted 4 rounds of checkout prototyping and usability testing that increased conversion by 60%, and contributed 20+ components to the design system.

Earlier Experience

2020

UX Researcher · Eezy

Led research with 25+ customers for an imagery-editing software redesign; integrated in-product FAQs that reduced support calls by 20%.

2019

Strategy Intern · M Moser Associates

Co-facilitated focus-group workshops on workplace behavior, space, and occupancy planning for enterprise clients.

Education

December 2019

Master of Arts, Design Management · Savannah College of Art and Design (SCAD)

April 2017

Master of Architecture, Urban Design · University of Mumbai

June 2014

Bachelor of Architecture, Architecture · University of Nagpur

Skills

Design

Product strategy, product discovery, information architecture, complex workflow design, interaction and visual design, prototyping, design systems, accessibility

Research

User interviews, usability testing, A/B testing, customer journey mapping, competitive analysis, data-informed design, AI-assisted research

Collaboration

Cross-functional partnership, design leadership, design critiques, workshop facilitation, roadmap planning

Tools

Figma, Lovable, Claude Code, Adobe Creative Suite, UserTesting, Google Analytics, Miro, Notion, Jira