

Maitreyee Muley

Senior Product Designer

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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 product strategy and research through complex workflow design, AI-assisted prototyping, and shipped outcomes, with experience spanning subscription growth, monetization, multi-user account systems, and core product experiences.

EXPERIENCE

Senior Product Designer | SmugMug - Jun 2021 - Present

Joined as Product Designer; promoted to Senior in 2023.

- Led product and design strategy for a **zero-to-one iOS-only photo storage and sharing subscription plan** for everyday users; launched August 2026 with **~17% trial-to-paid conversion in month one**, establishing a new mobile-first consumer offering.
- Reduced mobile onboarding from **11 questions to 2** to deliver personalized plan recommendations and simplified the core Library-to-Gallery sharing flow from **6 steps to 4**; partnered with engineering to resolve a scalability risk before launch and conducted a **7-participant baseline usability study**, followed by post-launch research.
- Led end-to-end design for **multi-user collaborator access and paid seat management** across trial, activation, permissions, enable/disable states, purchasing, and billing; used **Lovable AI prototypes** to model complex account states, supporting **532 seats across 427 accounts at \$8 per seat**, with top accounts reaching **9-11 collaborators**.
- Led design for a scalable **subscription and paid add-on monetization framework** spanning discovery, trials, checkout, billing, upgrades, and cancellation, establishing a reusable model for RAW storage and future premium capabilities.
- Uncovered a **60% trial drop-off** among event and experience photographers versus the **14% reflected in existing reporting**, correcting the team's understanding of the funnel and refocusing roadmap discussions on the **true source of trial abandonment**.
- Led UX for **core Library organization enhancements**, introducing hierarchical labels and sublabels, multi-label organization, structure-preserving folder uploads, and contextual onboarding - laying the groundwork for **AI-assisted photo organization through labels**.
- Redesigned **Gallery Visibility & Access settings** following a privacy review, replacing ambiguous dropdowns with **explicit button states**, clarifying Unlisted, Private, and site-display behavior through rewritten helper copy, and using **AI-assisted synthetic-user feedback** to pressure-test comprehension.

UX Designer | Retail Business Services LLC - Jan 2021 - Jun 2021

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

UX Designer | GiveShop - Jan 2020 - Dec 2020

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+ reusable components to the design system.

EARLIER EXPERIENCE

UX Researcher | Eezy - 2020

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

Strategy Intern | M Moser Associates - 2019

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

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

SKILLS

Product Design: Product strategy, zero-to-one, growth & monetization, information architecture, complex workflows, interaction & visual design, design systems, accessibility

Research & Data: User interviews, usability testing, A/B testing, funnel analysis, journey mapping, competitive analysis, data-informed design

AI & Prototyping: Figma, Lovable, Claude Code, rapid prototyping, AI-assisted research and workflow exploration

Collaboration & Tools: Cross-functional leadership, design critiques, workshops, roadmap planning; UserTesting, Google Analytics, Adobe Creative Suite, Miro, Notion, Jira