

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 new **zero-to-one iOS-only photo storage and sharing subscription plan** for everyday users; launched August 2026 with **449 trials and 78 paying subscribers in month one**.
- Reduced mobile onboarding from **11 questions to 2** to deliver personalized plan recommendations, and simplified the core photo Library-to-Gallery sharing flow from **6 steps to 4**; partnered with engineering to resolve a scalability risk before launch, conducted a **7-participant baseline usability study pre-launch**, and ran a post-launch follow-up study.
- Led end-to-end design for **multi-user account access and paid collaborator seats** across trial, activation, seat management, permissions, and purchase states; used **Lovable AI prototypes** to model complex workflows and supported an MRR initiative with **532 seats across 427 accounts at \$8 per seat**, with top accounts reaching **9-11 collaborator seats**.
- 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.
- Led trial-activation discovery for event and experience photographers, uncovering a **60% funnel drop-off versus the previously reported 14%**, reframing the team's understanding of the problem and refocusing roadmap discussions on the **true source of trial abandonment**.
- Redesigned **Gallery Visibility & Access settings** after a privacy review exposed gaps between customer expectations and actual behavior; replaced ambiguous dropdowns with **explicit button states**, rewrote helper copy to clarify Unlisted, Private, and site-display behavior, and used **AI-assisted synthetic-user feedback** to pressure-test comprehension.
- Led UX for a **new upload experience** in a two-week window, partnering with engineering to reduce implementation scope and deliver a usability-tested core flow internally ahead of schedule.

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