

# Maitreyee Muley

## UX Design & Research

## CONTACT

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## WORK EXPERIENCE

### UX/UI DESIGNER | Retail Business Services LLC

Jan 2021 - Present | Seattle, WA, USA

- Designed a Chatbot web application for developers to construct custom chatbots to be built for grocery brands like Hannaford, Giant, Food Lion etc
- Developed wireframes and prototypes on Figma and efficiently collaborated with product and engineering teams; produced a unified visual style guide and IA

### UX DESIGNER | GiveShop

Jan 2020 - Dec 2020 | San Francisco Bay Area, CA, USA

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

- In a Scrum/Agile environment, led design and user research for donation & volunteering web and mobile interface serving consumers and enterprise needs
- Created wireframes, conducted usability tests, and rapidly prototyped 4 rounds of high fidelity mockups leading to a 7.5 average customer satisfaction score
- Defined the information architecture to reduce friction in navigation and time to donation checkout leading to a overall 60% customer conversion rate
- Optimized workflow for different screens like explore projects, volunteer projects, collaborator & visionary sign up, and the onboarding process.
- Contributed to the development and maintenance of the design system and created 20 + UI library components

### UX RESEARCHER | Eezy

April 2020 - August 2020 | Bowling Green, KY, 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 25 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

### STRATEGY INTERN | M Moser Associates

June 2019 - Aug 2019 | San Francisco Bay Area, CA, 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

## 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
- Axure
- SurveyMonkey
- Google Analytics
- Principle
- 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)