

MAITRI BARIYA

Product Design Lead | Product Designer | UX/UI Designer

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PROFILE SUMMARY

UX/UI and Product Designer with 3+ years of experience designing human-centred digital experiences across SaaS, EdTech, lifestyle, e-commerce, and many other platforms. Skilled in UX research, interaction design, and scalable design systems, I collaborate with cross-functional teams to deliver accessible, intuitive, and impactful products. My design approach blends user empathy, storytelling, and data-driven insights, helping bridge the gap between business goals and delightful user experiences. Beyond design, I draw inspiration from books and coffee — fueling my creativity in every project.

EMPLOYMENT HISTORY

PRODUCT DESIGN LEAD

DECEMBER 2023 — JULY 2025

CLAVIER LABS, REMOTE

- Led the full product design lifecycle (ideation → prototyping → testing), collaborating with product owners and engineers in agile sprints, reducing design-to-development handoff issues by 30% and cutting task times by 50%, validating efficiency gains.
- Built and maintained a scalable design system in Figma by unifying UI patterns, cutting redundant design effort by 25%, improving visual consistency and speeding up dev handoff, enhancing scalability.
- Analysed user behaviour via SQL, Google Analytics, and Excel; identified an 85% search failure rate, leading to a redesign that dramatically improved search success and system usability.
- Led data-backed redesigns of core features by running usability tests, mapping friction points, and iterating prototypes in Figma, raising task completion rates from 68% → 92% through usability testing and iterative prototyping.
- Presented journey maps and personas as “user stories,” which strengthened executive buy-in and developer understanding of feature priorities, ensuring roadmap alignment.
- Mentored and led a team of junior designers on design-to-code collaboration practices, introducing best practices in Figma specs, version control, and dev handoff, which shortened release cycles by 20%.

UX/UI DESIGNER

JUNE 2022 — DECEMBER 2023

CLAVIER LABS, REMOTE

- Created and maintained high-fidelity wireframes, interactive prototypes, and user-flow diagrams in Figma & Confluence while translating specs into HTML/CSS/JavaScript-friendly assets, ensuring clear requirements and scalable design specifications, reducing rework by 15%.
- Designed mobile/tablet responsive UIs, accessible themes, and contextual help features, resulting in 30% higher feature adoption and improved user satisfaction.
- Conducted usability tests and heuristic evaluations with 20+ users; validated improvements through iterative refinements, achieving task efficiency by 40%.
- Implemented micro-interactions and contextual help that increased user satisfaction (measured via surveys) by 25%.
- Applied knowledge of front-end performance constraints to design lightweight, scalable UIs that reduced load times and improved satisfaction by 25%.
- Partnered with engineers on component libraries and style guides, ensuring smooth translation of design into production-ready code.

UX RESEARCH ASSISTANT (INTERN)

JANUARY 2022 — APRIL 2022

SWINBURNE UNIVERSITY OF TECHNOLOGY, MELBOURNE, AUSTRALIA

- Led UX research on the university Library Management System, conducted user research with stakeholders (students, librarians, faculty, admins) via interviews & surveys, competitive analysis, and user personas;

uncovered pain points such as 80% failed searches and unclear loan tracking, directly shaping redesign priorities.

- Mapped AS-IS vs. TO-BE workflows using analytics, heuristic evaluation and user journey mapping; proposed solutions that improved discoverability and streamlined interlibrary-loan tracking.
- Conducted usability testing & contextual inquiries on prototypes, improving task completion rates from 60% → 95% and cutting average task times by 40%.
- Delivered insights as wireframes, user stories, and stakeholder presentations, using storytelling with data to secure redesign approval and align cross-functional teams.
- Synthesised qualitative and quantitative findings into a research report with visual deliverables, making insights accessible to technical and non-technical stakeholders.
- Presented recommendations and implementation roadmap to stakeholders, leading to project greenlight and securing funding for redesign.

SKILLS & AREAS OF EXPERTISE

UX Research & Testing – User Interviews, Surveys, Usability Testing, Heuristic Evaluation, Journey Mapping, Personas, Task Analysis, Competitive Analysis, Information Architecture.

UI & Interaction Design – Wireframing, Prototyping, High-Fidelity UI, Responsive Design, Accessibility (WCAG), Design Systems, Motion Design, Visual Design, Interaction Design.

Design Strategy & Leadership – Product Roadmapping, Feature Prioritisation, Cross-Functional Collaboration, Stakeholder Alignment, Team Mentoring

Analytics & Data-Driven Design – Google Analytics, Hotjar, Mixpanel, SQL, A/B Testing, UX Metrics (Adoption, NPS, Task Success)

Design Tools – Figma, Sketch, Adobe Creative Suite, Azure, InVision, Miro, Zeplin, Proto.io, Framer

Collaboration & PM Tools – Jira, Confluence, Trello, Notion, Slack, Microsoft Teams

Technical Skills – HTML, CSS, JavaScript, GitHub, Component Handoff for Dev

Soft Skills – Storytelling in Design, Communication, Problem-Solving, Stakeholder Engagement, Agile/SCRUM

EDUCATION

FEBRUARY 2020 – DECEMBER 2021 – **MASTER OF BUSINESS INFORMATION SYSTEMS (BUSINESS ANALYSIS SPECIALIZATION)**
SWINBURNE UNIVERSITY OF TECHNOLOGY, MELBOURNE

AUGUST 2014 – MAY 2018 – **BACHELOR OF ENGINEERING (INFORMATION TECHNOLOGY)**
GANDHINAGAR INSTITUTE OF TECHNOLOGY, AHMEDABAD, INDIA

CERTIFICATES

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| • Master of Business Information Systems with Business Analysis Specialization (IIBA) | • Cert Prep: Scrum Master (LinkedIn Learning) |
| • Adobe XD for Designers (LinkedIn Learning) | • Programming Foundations: Databases (LinkedIn Learning) |
| • Google Analytics for Beginners (Google Analytics Academy) | • Tableau Essential Training (LinkedIn Learning) |
| • Fundamentals of Digital Marketing (Google Digital Garage) | • Business Analysis Foundations (LinkedIn Learning) |
| | • Figma Essential Training (LinkedIn Learning) |
| | • PMI Agile Certified Practitioner (LinkedIn Learning) |
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