

Maithilee Ranjeet Natu | Product Designer

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PROFESSIONAL SUMMARY

Product Designer with **2+ years** creating **human-centered**, accessible (WCAG 2.1) digital experiences across **SaaS, fintech, public sector, and enterprise B2B tools**. Proficient in Figma, design systems, and rapid prototyping, blending UX research and **data-driven design decisions** to deliver measurable results. Known for streamlining complex workflows, **improving conversion rates**, and integrating ethical AI into design processes.

WORK EXPERIENCE

Saayam For All

User Experience Designer

New York, NY

April 2025- Present

- Designed and shipped **9+ high-fidelity** mobile screens for a social impact organization, establishing a reusable design system that accelerated **future development cycles by 14%**.
- Redesigned the full donor payment journey, increasing **transaction success rates by 97%** and reducing payment abandonment by 30% while ensuring full PCI compliance and secure payment principles.
- Served as a key liaison in an Agile environment, eliminating critical development bottlenecks and **reducing project delays by 15%**

FINRA

UX Research Lead

Savannah, GA

Jan 2025 - Apr 2025

- Led UX research for a risk tolerance tool, gathering **109+ survey responses in 48 hours** and transforming complex financial data into clear user journeys for smarter investment decisions.
- Synthesized **2,000+ data points** using Claude into research-backed archetypes, directly informing and optimizing the product's MVP strategy to achieve **10% conversion rate** within the first quarter.
- Advocated for data clarity and modern visual hierarchy through precise UI systems tailored to reduce cognitive load by 35%.
- Led usability tests with Maze, identifying key accessibility issues and **improving product usability by 12%** per **WCAG 2.1 standards**.

Deloitte

UX Design Lead

Savannah, GA

Aug 2024 - Nov 2024

- Led a 10-person design team to modernize a public benefits enrollment system, increasing **user engagement by 49%** through a streamlined onboarding experience, making eligibility and compliance workflows more user-friendly.
- Mapped user journeys highlighting pain points; transformed insights into **20+ wireframes** and interactive prototypes using Figma, resulting in a **15% improvement** in user task completion rate and **reduced bounce rate**.
- Secured stakeholder approval and validated critical onboarding workflows through data-driven design specifications.

Corys

Interaction Designer

Remote

July 2024- Aug 2024

- Redesigned a **legacy industrial simulator** interface, streamlining complex nuclear training procedures for improved operator efficiency.
- Prototyped responsive UIs in Figma to validate technical feasibility, ensuring a seamless handoff for HTML/CSS/JS implementation.
- Collaborated** cross-functionally with **engineering and QA teams** to ensure seamless design-to-dev handoff.

Xcaliber Infotech Pvt. Ltd

UX Designer

Pune, India

June 2022 - Sept 2023

- Increased **operational efficiency by 30%** by designing a scalable design system for B2B reverse supply chain management tools.
- Saved over \$2M** in maverick spend by applying Design Thinking to streamline a critical shop floor control system.
- Drove a **20% reduction in customer complaints** by designing intuitive wireframes and prototypes for 5+ digital products.
- Increased employee **task completion rates by 25%** by redesigning an enterprise collaboration software based on user research.
- Executed user interviews, persona development, and **3+ usability test sessions** with logistics professionals within an agile framework.

SKILLS

Design Skills: UX Design, Interaction Design, Product Design, Wireframing, Prototyping, Design Systems, Information Architecture, Usability Testing, Accessibility (WCAG), Visual Design System

Research & Strategy: UX Research, Journey Mapping, Persona Development, User Flows, A/B Testing, Competitive Analysis, Product Strategy

AI & Prototyping: Figma, Framer, Protopie, Miro, Adobe Creative Suite, HTML/CSS/JavaScript, Claude, Perplexity, ChatGPT, Lovable (Ethical AI for research, ideation, vibe-coding and prototyping)

Methodologies: Design Thinking, Agile, Lean UX, Human-Centered Design

EDUCATION

Savannah College of Art and Design

Master of Arts (MA), Interactive Design (HCI)

Savannah, Georgia

March 2025

Ajeenkya DY Patil University

Bachelor of Design, Industrial Design

Pune, India

June 2023

ACHIEVEMENTS

Indigo Design Awards 2025: Gold in UX, Interface & Navigation; Gold in Virtual Reality (VR) Design; Silver in Interactive Design (recognized for immersive narrative-driven design)

Entelechy Design Awards 2025: Best Innovation; Best Video Prototyping (honored for pushing digital storytelling forward)

Rookie of the Year 2025 (Finalist): Best in Immersive Design and Media