

Maya Subramanian, UX Designer

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I'm a digital product designer, who is adept at harnessing user research to shape and validate design decisions, fostering cross-disciplinary teamwork to innovate and deliver exceptional products.

Experience

Apr 2023 – Present Senior Product Designer, Chargebee

- Led a comprehensive initiative to map end-to-end journeys across various modules, enhancing product coherence and user experience
- Collaborated with the Research and Product teams to foster clarity and alignment, through workshops, journey mapping, and experience gap analysis
- Facilitated problem-solving through ideal flow mapping and wireframing, followed by user testing and feedback integration to refine design solutions
- Partnered with product analytics team to implement usage tracking tools for user interaction optimisation
- Innovated quote creation flows for SLG market needs
- Spearheaded design for Integrated Product Experience project, unifying user experiences across Chargebee products

Jul 2021 – Mar 2023 Product Designer, Chargebee

- Drove PLG design efforts, refining experiments to enhance self-serve onboarding for startups
- Led Hosted Pages design, focusing on wireframes, MVP scope, and high-fidelity prototypes
- Enhanced platform-wide features like bulk imports, global search, navigation search for quick access to essential features and in-app notifications
- Co-led Design Academy, organising weekly learning sessions to foster skill enhancement and knowledge exchange

May 2019 – Jun 2021 Product Researcher, Chargebee

- Blending quantitative and qualitative studies to deepen understanding of the startup segment and checkout market needs
- Launched Customer Volunteer Program for research, collaborative ideation and beta testing
- Initiated the Sherlock program, designed to document and address UX issues identified by the team, promoting a culture of continuous improvement and proactive problem-solving
- Built a research repository on Condens for streamlined analysis and accessibility

Jul 2018 – Mar 2019 Design Intern, Indian Institute for Human Settlements

- Led field studies for the Solid Waste Management project, devising a three-part strategy to tackle the issue
- Collaborated on the Hospital Signage System, endorsed by WHO to enhance healthcare facilities in Uttar Pradesh
- Developed illustrations and case studies for Urban Practitioners Program on waste and rainwater challenges

May 2014 – Apr 2015 Designer, Flintobox

- Designed a diverse array of activities for subscription boxes, thoughtfully curated to enhance interactive learning experiences for children
- Designed marketing content for ads and social media
- Created newsletters and DIYs for building customer relations and continuous engagement

Skills

- UX/UI Design
- User Research & Testing
- Cross-Functional Team Leadership
- Data-Driven Design Decision Making
- Prototyping & Wireframing
- Web Development

Education

Jul 2016 - May 2018

M.Des in Universal Design
National Institute of Design, Bengaluru

Sep 2017 - Feb 2018

Student Exchange Program
Hochschule für Technik und Wirtschaft, Berlin

Jun 2015 - May 2016

PGDP in Visual Communication
Srishti School of Arts and Design, Bengaluru

Jun 2011 - May 2014

B.Sc in Visual Communication
M.O.P Vaishnav College, Chennai

Awards

High Flyers Award
Chargebee, 2023

Power of One, Hosted Pages
Chargebee, 2021

Curiosity Value Champion Award
Chargebee, 2023

People's Choice Award
Honeywell Aerospace Challenge, 2017

Winner
TATA Wearables Challenge, 2016