

MAYA KUMARAN

End-to-end product designer with 5+ years of industry experience, merging visual design, strategy, and accessibility to create impactful solutions.

EXPERIENCE

SENIOR PRODUCT DESIGNER

MONSTRO | NEW YORK | JUN 2025 – PRESENT

- Partnered with product and engineering teams to design and scale new features in a 0→1, high-ambiguity startup environment.
- Pioneered user research initiatives to inform product decisions and support data-driven design.
- Established standards for cohesive visual design and branding across Monstro’s two platforms (B2B & B2C), and grew into scalable design system.

SENIOR USER EXPERIENCE DESIGNER

EY STUDIO+ | NEW YORK | AUG 2021 – JUN 2025

- Led ground-up design of an agentic AI-driven financial management dashboard, delivering a proof-of-concept to generate \$1 million+ in sales.
- Designed and shipped MENA-based wealth management product suite, launched 2024 (alpheya.com, backed by BNY & Lunate).
- Executed and delivered qualitative and quantitative research for 13 Comcast Business projects, presenting insights to senior executives and implementing with design team to measurably increase growth & customer satisfaction.
- Led studio-wide trainings on data visualization and accessibility, upskilling the studio of 50+ and providing mentorship for junior designers.

DESIGN STRATEGIST, COMMUNICATIONS & VISUAL DESIGN

HLW | NEW YORK | SEP 2019 – JUL 2021

- Designed branded environmental graphics that enhanced wayfinding and brand identity within physical spaces.
- Led user research workshops to uncover client values and translate their vision into cohesive, human-centered design solutions.
- Owned design and storytelling of pitch decks to differentiate services, elevate brand perception, and drive client acquisition.

EDUCATION

CORNELL UNIVERSITY 2015 – 2019

Bachelor of Science in Design + Environmental Analysis

UNIVERSITY OF CALIFORNIA, BERKELEY 2020 – 2021

Certificate in User Experience Design

SKILLS

Figma	Visual/UI design	User research	Product strategy
Miro/FigJam	Interaction design	Usability testing	Data-driven design
Adobe CC	Wireframing	Journey mapping	Accessibility