

Maya Pelichet,

Senior Product Designer

Enthusiastic and detail-oriented designer with diverse experience in defining customer journeys and shaping product visions. Proven expertise in user research, design strategy, and collaboration with cross-functional teams. Committed to upholding core values of respect, honesty, integrity, diversity, and inclusion.

EXPERIENCE

02

Lowe's Home Improvement

Senior Product Designer / Seattle, WA / July 2023 - Present

- Direct UX initiatives for the Lowe's contact center in **myredvest**, an internal **checkout** tool, streamlining order and delivery for agents and in-store associates. Spearhead customization of the **Salesforce CRM** to simplify case submissions for contact center agents.
- Am instrumental in designing a **unified application** for the Smart Stores Team, merging VR, camera monitoring, and device configuration tools into a single, efficient platform.
- Foster design excellence, mentoring juniors and advocating data-driven innovation.

Microsoft

Designer 2 / Seattle, WA / September 2021 - July 2023

- Led end-to-end design and product strategy for the Viva Connections feed and manage Microsoft Stream, SharePoint, and Yammer integrations.
- Spearheaded the design of the Viva Connections feed, positively affecting the engagement rate by **15%** within 6 months.
- Champion a collaborative design process across geographically dispersed stakeholders from Norway, Kenya, India, UK, Germany, and Canada

UX Designer / Redmond, WA / July 2020 - September 2021

- Partnered with engineers to audit and revamp UI for Azure Cost Management + Billing extension, driving a **14.55-point** surge in Billing NPS within 2 months.
- Pioneered the redesign of Azure Cost Management + Billing Overview, slashing billing support tickets by **30%**.
- Initiated the Microsoft Reach Mentorship Program, mobilizing 23 mentors for **229 sessions** benefiting mentees from diverse backgrounds.

UX Designer (Contractor) / Redmond, WA / February 2019 - July 2020

- Led the complete redesign of the Case Details blade in Azure Help & Support, resulting in a **20% increase** in user satisfaction rates

Starbucks

Application Developer I / Seattle, WA / August 2018 - Feb 2019

- Worked on the development and UX design of app.starbucks.com, Starbucks's first progressive web app. Balanced multiple projects simultaneously in a high-velocity environment.

CONTACTS

01

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+1 225 333 6328

SKILLS

03

Affinity Diagramming, Competitive Analysis, Ethnography, Information Architecture, Interviews, Rapid Prototyping, Typography, Usability Evaluation, User Research, Visual Design, Wireframing, Adobe Creative Suite, Balsamiq, Sketch, Figma, Principle

HONORS AND ACTIVITIES

04

Honors

- Tulane Newcomb College Institute 30 under 30 Honoree / October 2022
- Benjamin A. Gilman International Scholarship (24% selection rate) / April 2018
- Tulane Newcomb College Institute Oak Wreath Senior Leadership Award / April 2018

Activities

- Podcast Host of *The Designers Toolkit: A Podcast for New Designers*
- 2022-2023 Design for Good Volunteer
- Design for America Workshop Facilitator

EDUCATION

05

Tulane University

Bachelor of Science, Computer Science and Applied Computing Systems and Technology, minor in Studio Art, concentration in Digital Design, **GPA: 3.5**