Claudia Mei

Senior Product Designer

Squarespace New York, NY

Senior Product Designer II Sep 2023 – Nov 2026
Senior Product Designer Apr 2021 – Sep 2023
Product Designer Aug 2019 – Apr 2021

- Designed and launched Squarespace Contacts (CRM), enabling users to segment, manage, and analyze audience data within a unified ecosystem.
- Defined design strategy and execution across multiple product areas and streamlined marketing tools to made it easier for users to collect email sign-ups and send campaigns, resulting in steady user audience growth year-over-year.
- Redesigned Squarespace's Help Center and scaled the architecture across two sister brands, establishing shared design components and cross-portfolio visual consistency.

BuzzFeed New York, NY

Product Designer Dec 2016 – Jul 2019

- Designed internal content management and publishing tools for social scheduling, video uploads, asset organization, and performance analytics, streamlining multi-platform content workflows.
- Organized and hosted the company-wide Design Club bi-weekly speaker series, curating external speakers to share insights on craft and creative practice while fostering cross-team design culture.

Outbrain New York, NY

Product Designer Jun 2014 – Dec 2016

- Led end-to-end product design from initial concept through wireframing, prototyping, and engineering handoff for new SaaS products spanning audience targeting, content campaign management, and revenue analytics.
- Redesigned real-time performance dashboards for front-page and content analytics, surfacing actionable insights across headline A/B testing and automated content recommendations to drive editorial engagement.

Magnify (startup) New York, NY

Designer Jun 2011 – May 2014

- Led end-to-end redesign of SaaS video management tools as the sole product designer, modernizing core workflows and elevating usability across the platform.
- Designed and front-end coded the company's first UI style guide, establishing reusable components and design tokens that unified visual consistency and accelerated engineering handoff.

Contact

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LinkedIn

Skills

UI/UX Design
UX Research
Information Architecture
Product Strategy
Prototyping
Cross-functional leadership
Visual Design
Design Systems

Figma
Claude
Cursor
HTML / CSS
Adobe XD

Education

Cornell University
B.Sci Design-Environmental Analysis in Human Factors

Concentration in Human-Computer Interaction