Shaela Druyon

Lead Product Designer · UX/UI, Design Systems & Agentic Development

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Lead Product Designer with **7+ years** designing and shipping software and web products end-to-end, from research and wireframes to polished, user-centric applications. Founder-built and startup-native, fluent in building **design systems** and **AI-powered products**, with hands-on use of AI in a variety of contexts both in and outside of design. Comfortable owning the entire product lifecycle and maintaining high quality output.

EXPERIENCE

Lead Product Designer & AI-Assisted Developer — BuddiePlan

Feb 2026 – Present

Neurodivergent Life Management App (launching early access)

- Designed the full product experience end-to-end — from research and user flows through production UI — taking it from concept to launch-ready in **under 6 months**.
- Built and maintain a **design system** for the app — reusable in-app components plus a written specification that guides an AI-assisted dev team, keeping the product consistent and fast to ship.
- Built the product as a Progressive Web App, working hands-on in both design/code and optimizing AI assistance throughout the process, maintaining a clear grasp of its potential and limitations. (Claude Code, agentic workflows)

Co-Founder & Lead Product Designer — Astreth

Mar 2024 – Present

Community-driven venture (concurrent with BuddiePlan)

- Designed **Pebbler**, Astreth's developing social media app, including full UI and an interactive prototype in Figma. Defined the visual language and interaction patterns from scratch, and designed and maintain the company website using Squarespace.
- Conducted user research in a **1,000+ member** community of the target audience (interviews, polls, feature testing), using real human feedback to inform design iterations.
- Established design and workflow structure for a fast-growing, **4,500-member** community with no prior process, coordinating a cross-functional team of **20+** through GitHub-based, agile-inspired sprints.

Co-Founder & Lead Product Designer — Pure Match

Jun 2019 – May 2023

Niche dating app

- Led UX/UI design end-to-end for the Pure Match dating app — user flows, interface, and visual system — from concept to launch.
- Design contributed directly to traction: the product reached **1,000+ users** and **$1,000+ in monthly revenue** in its first year.
- Designed and shipped the company website and used direct customer feedback to drive continuous design improvements.

Founder, Web Designer & Developer — Shaela Designs

Sep 2018 – Present

Independent web design & development

- Design user-centric, mobile-first websites and product interfaces for clients end-to-end — translating vision and needs into polished, shippable UI across a range of industries.

SKILLS

Design: End-to-End Product Design, UX/UI, Interaction & Visual Design, Design Systems, Wireframing & Prototyping, User Research, Usability, Responsive/Mobile-First Design

Tools: Figma, Sketch, Squarespace, Linear, Notion, ClickUp, GitHub

AI & Technical: Designing AI-Powered Products, AI in the Design Process, Claude Code, Progressive Web Apps, Flutter

Collaboration: Design/Engineering Handoff, Cross-Functional Collaboration, Stakeholder Communication, Setting Quality Standards

EDUCATION

M.A., Education — Alliant University

B.A., Liberal Studies (Minor in English) — CSUF · *Graduated Cum Laude*

ACHIEVEMENTS

Published App Developer · **Published Author** · **Commencement Speaker**