Aya Demler
Lead Product Designer

ayademler.com
demleraya@gmail.com

Education

Carnegie Mellon University
BFA in Design & HCI

University of Arts London
Summer Courses in Graphic Design

Rudolf Steiner School NYC
High School Diploma

Skills

Building with Claude
Product Design
Prototyping
Interaction Design
Motion Design
Visual Design
User Research
User Experience

Work Experience

2024 - 2026
Lead Product Designer at Daydream
Remote

Daydream is an AI-stylist aimed at personalizing fashion. I led the design for agentic shopping that reimagined how people shop for products online.

2021 - 2023
Sr. Product Designer at Royal.io
Los Angeles

Lead designer on Royal designing its open NFT marketplace platform. Owned the trading and collector experiences across web & mobile.

2020 - 2021
Product Designer at Meta
San Francisco

Worked on the App Experiences team which included private messaging, Presence, and Community Messaging.

2020
Sr. Product Designer at Squarespace
New York

Second designer on the Mobile App team. Led user research on how customers used Squarespace across web and mobile, then redesigned mobile site editing, Focus Mode for blogging, and onboarding.

2016 - 2019
Sr. Product Designer at Duolingo
Pittsburgh

5th Product Designer at Duolingo. Founding designer on Duolingo Stories and Duolingo Clubs. Designer on the monetization team working on Duolingo's premium subscription.

2015 - 2016
Interaction Designer at Huge
New York

Interaction Designer working with clients like Apple, Kohls, and American Express.

Consultant

2025
SigIQ.ai
Berkeley

Designed EverTutor Live, an AI-based tutoring product that delivers personalized 1:1 tutoring for students preparing for the GRE.

2023
Syncopate.ai
Remote

Designed the initial blueprint for the AI-powered customer platform, enabling analysts to monitor the performance and valuation of music royalty assets.