

CLAIRE MULL

UX & PRODUCT DESIGNER

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PROFILE

UX/Product Designer focused on practical, human-centered systems across digital products, service experiences, and everyday tools. My background in pastry, restaurants, and small-business ownership shapes how I approach usability, product structure, and real-world constraints. Recent work includes bakebook, a recipe-development app with AI recipe support that I designed, built and shipped to the iOS App Store.

SELECTED PRODUCT WORK

bakebook — Solo UX/Product Designer & Developer

2024–Present

Recipe-development app · Live on the iOS App Store

Led user research with bakers that reframed the product from recipe storage to recipe development — directly shaping the Log Book and revision features.

Designed and built the app end-to-end (HTML, CSS, JavaScript, Firebase, Capacitor) and shipped it to the iOS App Store.

Designed butter, an AI recipe assistant that uses recipe context to answer baking questions and suggest reviewable ingredient and method edits.

EXPERIENCE

Co-Owner / Brand & Service Experience Designer — Blackbox Sandwiches

Jan 2025–Present

Designed brand identity, website, menu system, catering materials, packaging, and dining-room experience for an independent restaurant.

Built service systems for online ordering, pickup flow, customer handoff, kitchen workflow, prep organization, and staff consistency.

Standardized recipes, portioning, product rotation, and station layout to support speed, food quality, and easier staff training.

Drove the business to break-even within 7 months while maintaining a 100 health-inspection score and a 5.0 Google rating.

Business Development Representative — 7shifts

Feb 2023–Feb 2024

Talked with 40–50 restaurant operators daily, building firsthand insight into the workflows and pain points behind restaurant software.

Built outbound prospect lists and messaging for restaurant operators, developing fluency in restaurant SaaS and sales workflows.

Partnered with account executives across multiple customer segments and verticals.

SKILLS

Design: Figma · Wireframing · Prototyping · Interaction Design · Visual Design · Information Architecture · Design Systems · Service Design

Research: User Interviews · Usability Testing · Heuristic Evaluation · Cognitive Walkthroughs · Human Factors

Tools & Build: Adobe Illustrator · Photoshop · InDesign · HTML · CSS · JavaScript · Firebase · Capacitor · AI-assisted development (Claude Code)

EDUCATION

Arizona State University — Human Systems Engineering (User Experience)

2024–Present

University of North Carolina at Asheville — Sociology coursework

2014–2017