

# SHIMONA ROY

## Product Designer

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## EDUCATION

### California College of the Arts

San Francisco, CA | Aug 2025 - Aug 2026

Master's in Interaction Design (HCI x AI)

GPA 4.0

### MIT Institute of Design

Mumbai, India | July 2012 - March 2017

Bachelor's in Graphic Design

## SKILLS

### Design

Product Strategy

UX/UI Design

Interaction Design

Design Systems

User Research

Usability Testing

Information Architecture

Wireframing

Prototyping

Accessibility (WCAG)

### Technical

Adobe Creative Suite

Figma

Sketch

Gemini

Claude

Jira/ Miro

### Collaboration

Stakeholder Communication

Adaptability, Problem-solving

Cross-functional work

## AWARDS

### Outstanding Award

Deloitte | July 2020

### Webby Award (Amazon Campaign)

The Webby Awards | April 2019

## EXPERIENCE | 6 years

### Senior Product Designer | Ideabox AI

San Francisco, CA | Nov 2024 - Aug 2025

**Shipped the MVP** of a B2B SaaS platform enabling business teams to build AI agents and workflow automation, leading **end-to-end design** with engineers and product owners.

Designed **LLM-powered conversational AI**, iterating on states and flows through usability testing.

Built **design system** and high-fidelity screens with light and dark mode support, while mentoring junior designers.

### Product Designer | Deloitte

Mumbai, India - US Clients | July 2020 - April 2023

Redesigned a healthcare **SaaS analytics dashboard**, defining user flows and customizable data visualizations for statisticians.

**Shipped a native iOS e-commerce app**, delivering high-fidelity UI and refining navigation flows to improve UX, contributing to **8,000+ downloads in 90 days**.

Built a **scalable design system** for a wine subscription platform, powering **30+ brand website launches** and 2,000+ memberships in a year.

### Visual Designer | Blink Digital

Mumbai, India | April 2017 - April 2020

Led visual design for the Amazon Echo YouTube campaign (**7M reach, +32.6% recall**), while managing social media design content to drive engagement.

## PROJECTS

### Product Designer | Bello.ai

MBA Elective at CCA | Jan 2026 - May 2026

Building a **0-1 social discovery** product from research to prototype, helping newcomers connect in a new city.

Conducted **10+ user interviews** and competitive analysis to inform product strategy and build a **personalized social matching experience using conversational AI**.