

# 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

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

Growth Design

Design Systems

Accessibility (WCAG)

User Research

Usability Testing

Information Architecture

Wireframing

Prototyping

### Technical

Figma / Figma Make

Sketch

Adobe Creative Suite

Gemini

Claude Code / Codex

Jira

### Collaboration

Stakeholder Communication

Adaptability, Problem-solving

Cross-functional work

## AWARDS

### Outstanding Award

Deloitte | July 2022

### Webby Award (Amazon Campaign)

The Webby Awards | April 2019

## EXPERIENCE | 6+ years

### Senior Product Designer | [Ideabox AI](#)

San Francisco, CA | Oct 2024 - Aug 2025

**Delivered the MVP of a B2B SaaS platform**, allowing **business teams** to create AI agents and automate workflows, enhancing operational efficiency.

Led **end-to-end product design** alongside engineers and product owners, designing **LLM-powered conversational AI**.

Iterated on conversation states, workflows, and interactions through **usability testing**.

Built the **design system** and high-fidelity UI across **light and dark modes**, while mentoring junior designers.

### Product Designer | [Deloitte](#)

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

Redesigned an end-to-end **B2B healthcare SaaS analytics dashboard** with customizable **data visualizations** for statisticians and business users.

**Shipped an iOS e-commerce app** and improved growth by reducing browsing friction, increasing **add-to-cart conversion by 20%** with a 4.5 App Store rating.

Built a **scalable design system** for a **D2C wine subscription platform**, powering 30+ brand website launches and **2,000+ memberships in a year**.

### Growth Visual Designer | [Blink Digital](#)

Mumbai, India | April 2017 - April 2020

Led UI for the **Amazon Echo campaign**, witnessing **7M reach and +32.6% recall**. Managed social media marketing design to drive engagement.

Designed **landing pages** for multiple brand promotions, increasing **conversion rate by 2.6%** through A/B testing.

## PROJECTS

### Product Designer | [Bello AI](#)

Jan 2026 - May 2026

Led the 0→1 design of an **AI-powered social discovery app**, introducing **voice-first conversational onboarding** to personalize event recommendations.