

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

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

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.

Redesigned a **healthcare SaaS analytics dashboard** with customizable data visualizations for statisticians and business users.

Built a **scalable design system** for a 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](#)

Aug 2025 - Dec 2025

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