

# Saumya Roy

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## PROFESSIONAL EXPERIENCE

### CX By Design | UX Design & Research Intern (Remote)

New York City, NY | September 2024 – Present

- Collaborated with clients, including Talent Inc. and REL Acoustics, to enhance user experiences through research-driven design improvements.
- Conducted desk research and 7 stakeholder interviews, to optimize the user journey and identify strategies to convert free users into paid subscribers. Assisted in creating a roadmap to support business transitions and enhance customer engagement.
- Assisted a mini research project for REL Acoustics by gathering and analyzing feedback from 12 wholesale team members across the US, UK, and Germany. Designed survey questions to validate their website tools, uncovering critical gaps and categorizing feedback into 6 actionable themes. Insights informed design iterations to align tools with dealer needs and sales workflows.

### SAP | UX Design Intern

New York City, NY | June 2023 – August 2023

- Collaborated on ideating innovative solutions to streamline the process of onboarding new suppliers.
- Participated in 1:1 user research sessions for the Central Invoice Management landing page, taking detailed notes and gaining valuable insights into user behaviors.
- Utilized research insights to inform the ideation and design processes, enhancing user engagement and efficiency in invoice management while iteratively refining designs based on feedback for continuous improvement.

### Richedu | UX Design Intern (Remote)

Vancouver, Canada | April 2021 – July 2021

- Led a design team of 15+ interns and worked on projects from the initial stage.
- Mapped user flows and sitemaps to blueprint the user experience, designed high-fidelity accessible dashboard interfaces while collaborating with graphic designers and developers, and iterated designs based on user feedback to enhance overall effectiveness.

## ACADEMIC PROJECTS

### Challenge Based Innovation A3 | CERN IdeaSquare

NYC | Geneva, Switzerland | September 2023 - May 2024

- Collaborated on Challenge Based Innovation A3, a project in partnership with CERN IdeaSquare, NYC Design Factory, and ATTRACT Academy, focusing on SDG 12: Responsible Consumption and Production. Attended a 2 week ideation session at CERN in Geneva, which included a visit to the UN.
- Designed a 3 part system to empower NYC residents to reevaluate their relationship with food, incorporating an interactive food experience center with citywide pop-up locations, support for vertical farms through government tax breaks, and HYLIGHT scanning technology to enhance crop health and productivity.

### Shenkar Jamweek 2023 - Virtual World for Children Displaced by Calamities

February 2023

- Participated in the Shenkar Jamweek 2023, a 4-day sustainability and climate change-focused design hackathon, utilizing the double diamond design approach and collaborating across disciplines to address the impact of calamities on children's mental health and development.
- Conceptualized a Webkinz-inspired virtual world and online social game to provide a safe platform for children to connect, express themselves, and establish routines amidst displacement.

## EDUCATION

### Pace University, Seidenberg School of Computer Science and Information Systems

New York City, NY

Master of Science in Human Centered Design | GPA: 4.0 | Human Centered Design Award Recipient

May 2024

### Amity University

Bachelor of Technology | **Concentration:** Information Technology

Noida, India

December 2021

## SKILLS

**Research Skills :** User Interviews, Surveys, Qualitative & Quantitative Analysis, Cognitive Walkthrough, A/B Testing, Heuristic Analysis, Affinity Mapping, Competitor Analysis, Task Analysis, Usability Testing, Usability Metrics & Evaluation (SUS,NPS,CSAT), Information Architecture (Card Sorting & Tree Testing), Inclusive Research, Stakeholder Mapping & Engagement, Thematic Analysis

**Design Skills :** Storyboarding, User Flows, Journey Mapping, Wireframing, Interaction Design (IxD), Visual Interface Design, UX Writing, Prototyping, Responsive Web Design, Design Systems Creation and Maintenance

**Tools :** Figma, Mural, Miro, Qualtrics, Typeform, Google Forms, Excel, Notion

**Certifications & Coursework :** AI for Designers (IxD Foundation), Google UX Design Specialization, Introduction to User Experience Design, Research Methods for User Experience, Visual Design for Technology, Human Factors & Usability Metrics