

Saumya Roy

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PROFESSIONAL EXPERIENCE

Yabla | Product Designer

Union City, NJ | June 2025 – Present

- Leading end-to-end UX and UI for Yabla's website and its newly launched "Fluency Club" feature.
- Designed user flows, interfaces, and custom illustrations; ensured brand consistency and responsiveness.
- Collaborated with developers on seamless design-dev handoff to deliver scalable, responsive features with consistent visual integrity.
- Performed targeted QA testing on key design components across multiple browsers and software versions.

CX By Design | UX Design & Research Intern

Remote | September 2024 – May 2025

- Collaborated with clients including Talent Inc. and REL Acoustics, to improve digital experiences through data-informed, conversion-focused design.
- Conducted end-to-end research, including desk research and stakeholder interviews, to identify user pain points and inform strategy.
- Co-created a customer experience roadmap to support business transitions and boost user engagement.
- Led a mini research initiative for REL Acoustics, deploying surveys and analyzing feedback from 12 wholesale team members across the US, UK, and Germany to uncover key themes that drove website tool redesigns.

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.

Freelance UX Designer

Remote | April 2021 – July 2022

- Provided freelance UX services for early-stage startups and international clients, delivering wireframes, high-fidelity designs, and clickable prototypes.
- Led design for an EdTech platform called Richedu, based in Canada—mapped user flows, designed accessible dashboard components, and collaborated with cross-functional teams to refine and iterate based on feedback.

ACADEMIC PROJECTS

Challenge Based Innovation A3 | CERN IdeaSquare

NYC | Geneva, Switzerland | September 2023 - May 2024

- Collaborated with CERN IdeaSquare, NYC Design Factory, and ATTRACT Academy on an SDG 12 initiative using speculative design and interactive public-facing experiences. Participated in a 2-week ideation sprint at CERN and the UN in Geneva.
- Co-designed a 3-part system to reframe NYC residents' relationship with food, including an immersive food experience center, rotating citywide pop-ups, and HYLIGHT-powered vertical farming incentives.

Enhancing Google Maps Wheelchair Accessibility

September 2023 - December 2023

- Proposed and designed an accessibility-first UX feature to improve travel decisions for wheelchair users.
- Conducted surveys, usability testing, and SUS evaluations to identify pain points and guide two rounds of design iteration.
- Focused on optimizing UI elements for clarity, ease of access, and informed travel decision-making.

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

Noida, India

Bachelor of Technology | Concentration: Information Technology

May 2021

SKILLS

Research Skills : User Interviews, Surveys, Qualitative & Quantitative Analysis, A/B Testing, Heuristic Analysis, Affinity Mapping, Competitor Analysis, Usability Testing, Usability Metrics (SUS,NPS,CSAT), Information Architecture (Card Sorting & Tree Testing), Thematic Analysis, Quality Assurance (QA)

Design Skills : User Flows, Journey Mapping, Wireframing, Interaction Design (IxD), Visual Design, Prototyping, Responsive Web Design, Design Systems

Tools : Figma, Adobe Illustrator, Mural, Miro, Qualtrics, Typeform, Notion, Hotjar

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