

# Saumya Roy

(201) 744 4836

SAUMYAROY.SR@GMAIL.COM

JERSEY CITY, NJ

[WWW.ROYSAUMYA.COM](http://WWW.ROYSAUMYA.COM)

## EXPERIENCE

### Product Designer

Yabla | June 2025 – Present

- Led UX/UI redesign of Yabla's website, revamping structure and improving usability.
- Redesigned navigation and key UI components to enhance engagement.
- Partnered with developers on handoff and cross-browser QA.

### UX Design & Research Intern

CX By Design | September 2024 - May 2025

- Worked with multiple international clients including Talent Inc. and REL Acoustics.
- Conducted research, stakeholder interviews, and competitive analysis.
- Ran usability testing with 30+ users to validate designs.

### UX Design Intern

SAP | June 2023 - August 2023

- Researched supplier onboarding via interviews and surveys.
- Performed usability testing and heuristic evaluations.
- Co-created solutions to streamline onboarding and improve efficiency.

### Freelance UX Designer

April 2021 - July 2022

- Delivered UX design for startups and international clients.
- Led design for Richedu (Canadian EdTech): flows, dashboards, collaboration.

## PROJECTS

### Challenge Based Innovation A3 | CERN IdeaSquare

NYC & Geneva, Switzerland | Sept 2023 – May 2024

- Collaborated with CERN, NYC Design Factory, and ATTRACT Academy on an SDG 12 initiative.
- Completed a 2-week sprint at CERN and the UN in Geneva.
- Co-designed a 3-part system: immersive food center, rotating city pop-ups, and HYLIGHT-powered vertical farming.

## EDUCATION

### Pace University, Seidenberg School of CSIS

New York City, NY | May 2024

MS in Human Centered Design | GPA: 4.0 | Human Centered Design Award Recipient

## SKILLS

Research: User Interviews, Surveys, Usability Testing, Heuristic Eval, IA

Design: Wireframing, Prototyping, User Flows, Journey Mapping, Visual & Responsive Design

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