



# Roie Shalom

## PRODUCT DESIGN LEAD

### Contact

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Product Design Lead with 10+ years shaping enterprise and consumer experiences across SaaS and eCommerce. Expert in design systems, UX strategy, and cross-functional collaboration that transforms complexity into clarity.

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### Skills

UX strategy, User-Centered Design, User Research, User Interviews, Usability Testing, Design Systems, Prototyping, Accessibility, Stakeholder Management, Product Strategy, Figma, Adobe Illustrator, Photoshop, Principle, Google and Microsoft apps.

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### Employment

**Product Design Lead** at [Wayfair](#) 2022–2025

**Designed core logistics experiences for 20K suppliers managing 30M products across 15 fulfillment centers, focusing on inventory management, order creation, and supplier reporting workflows used daily by operations teams across North America and Europe.**

- Contributed 10+ components and patterns to Partner Home Core Design System, collaborating with Product, Engineering, and Research teams across 5 product squads to establish shared design language.
- Conducted comprehensive research with suppliers; distilled insights from both user interviews and data, translating them into actionable product improvements.
- Supported process improvements in team documentation, onboarding, workflow, and interdepartmental communication by applying design thinking and knowledge-sharing practices.

**Senior UX/UI Designer** at [BuildingMinds](#) by [Schindler Group](#) 2019–2021

**Designed portfolio management platform for 6 enterprise clients managing 15K+ real estate assets (€5B+ in property value), improving data visibility and decision-making for sustainability performance.**

- Owned end-to-end UX design across portfolio analytics, sustainability reporting, and asset management workflows used daily by property managers in North America and Europe.
- Established comprehensive Design System streamlining development processes.
- Co-founded "App Factory" initiative integrating Research, Design, Product, and Technology.
- Optimized data onboarding workflows improving user adoption and integration efficiency.

**Senior UX Designer** at [Sap Signavio](#) 2018–2019

**Part of team serving 1M+ users across 1,500+ global customers**

- Established and managed Signavio's company-wide design system, driving consistency across product teams.
- Led UX/UI redesign and integration of the company's flagship product, elevating user experience and unifying visual standards.
- Delivered high-impact flow sketches, wireframes, interactive prototypes, and usability tests.



**Creative Director** at [SafeBreach](#) 2015–2017

**Sole designer for pioneer breach simulation platform, supporting 470% YoY bookings growth and Fortune 100 customer acquisition.**

- Sole designer from company inception, overseeing all aspects of UX/UI, branding, merchandise, marketing, and event visuals for three years.
- Implemented full design thinking process and delivered UX documentation and impactful design assets supporting product development and sales.

## Early Career Highlights 2005–2015

**Lead designer roles** at [SanDisk](#), [Stanley Black & Decker](#), [Aran R&D \(HP\)](#), [Ola Mundo](#)

Delivered visual and interface design for international hardware and software products. Led cross-functional projects covering packaging, interface systems, and product visuals, ensuring brand consistency and usability across multiple markets in North America, Europe, and Asia.

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## Education

**User Experience Specialists Certification** at John Bryce Hi-Tech College 2017

**Bachelor of Design (B.Des), Industrial Design** at Bezalel Design Academy, Israel 2001–2004

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## Languages

Hebrew (Native), English (Fluent), German (B1)

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