



Roie Shalom

Senior Product Designer
20 years in design · 10+ years in UX/Product Design

Contact

[Portfolio](#) [Linkedin](#) roiesh@gmail.com [Github](#) +49 1520 8131 427 Berlin

Protected projects' password: 2026

Product Designer with 10+ years shaping enterprise and consumer experiences across SaaS and eCommerce. Builds and ships AI products end to end, with expertise in design systems and cross-functional collaboration that turns complexity into clarity.

Skills

AI Product Design · Product Strategy · Interaction Design · UX Research · Design Systems · Prototyping · Accessibility · Information Architecture · Visual Design · Design Leadership · Figma

Recent AI Projects

[Ask Esmeralda](#): AI fortune-teller delivered by URL or QR code. Solo build, end to end.

[Grooped](#): A mobile-first word grouping puzzle with an AI pipeline that generates and validates every puzzle. Live, with real players.

Employment

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

Led design of core supplier logistics experiences for Partner Home, supporting 20K suppliers managing 30 million products across 15 fulfillment centers in North America and Europe.

- Designed a unified inbound order creation workflow that consolidated four fragmented supplier-specific flows.
- Evolved reusable components and patterns for the Homebase design system, collaborating with Product and Engineering across five agile squads.
- Partnered with suppliers and operations teams through interviews, usability testing, and advisory sessions to inform product decisions across multiple logistics initiatives.

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

Designed an enterprise portfolio management platform from the ground up, managing data across 15K+ real estate assets (€5 billion value) spanning portfolio analytics, sustainability, and asset management.

- Owned end-to-end UX design across portfolio analytics, sustainability reporting, and asset management workflows.
- Established the foundational design system, creating reusable components and patterns across the product.
- Delivered a field data capture application from concept to MVP, conducting contextual research to translate complex field workflows into a digital experience.



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

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

- Contributed to the evolution of Signavio's design system, developing reusable UI components and patterns across product teams.
- Designed UX/UI concepts, wireframes, and prototypes, and conducted usability testing for the flagship product, supporting its ongoing redesign and integration.

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 UX/UI, branding, marketing, merchandise, and event visuals.
- Established UX processes and delivered end-to-end product design, from user flows and information architecture through wireframes, visual design, and prototypes.

Early Career Highlights 2005–2015

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

Delivered industrial, visual, and interface design for hardware and software products, spanning physical products, packaging, UI systems, and product visualization.

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

Languages

English (Fluent), Hebrew (Native), German (B2)
