Roie Shalom
PRODUCT DESIGN LEAD

Contact

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Protected projects' password: **2026**

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.

Skills

Building with/for AI, 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.

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.

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