Sneha Roy

Senior UX & Product Designer

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PROFESSIONAL SUMMARY

Senior UX Designer and NID alumna with 6+ years of multidisciplinary design experience across digital products, enterprise platforms and retail experiences. Combines UX strategy, end-to-end product design, design mentorship and global stakeholder collaboration to simplify complex user journeys.

PROFESSIONAL EXPERIENCE

Dentsu Global Services | Senior UX Designer

Dec 2025 – Present

- Led Merkle.com redesign explorations, translating competitive research into information architecture, wireframes, components and interactive prototypes.
- Led the UX redesign of Merkle Create Hub, restructuring navigation and content architecture to address information discoverability.
- Managed client interactions and UX deliverables for the NFL international marketing destination, exploring searchable resources and AI-assisted discovery.
- Researched interactive marketing reports and explored generative AI workflows for functional prototyping and design-to-code.

SmartX Technologies | Senior UX Designer

Oct 2022 – Nov 2025 | Promoted from UX Designer

- Oversaw design decisions within a 5–6-member design team, mentored junior designers and owned end-to-end UX execution.
- Led product design for AptPath, a launched career-readiness platform serving four user roles across assessments, mentorship, learning and gamification.
- Translated user research, competitive analysis and business requirements into information architecture, user flows and interactive prototypes.
- Independently led end-to-end UX/UI design for Bounceless, from problem definition and workflow design to interface execution.

Future Lifestyle Fashions Ltd. | Brand Experience Manager

Jun 2018 – Sep 2020

- Developed customer-centric retail experiences and seasonal brand campaigns; earned the Pan-India Best Visual Merchandising Award for festive execution.

Earlier internships: Flipkart (designed two women's fusion-wear collections for Anmi); Gokaldas Exports Ltd. (Design Intern).

EDUCATION

M.Des. | National Institute of Design, Bengaluru Design for Retail Experience | 2020–2022

B.Des. | National Institute of Fashion Technology, Bengaluru Textile Design | 2014–2018

SKILLS & TOOLS

UX & Product Design: UX strategy, user research, information architecture, interaction design, design systems, journey mapping, wireframing, prototyping, competitive analysis.

Leadership: Design ownership, mentorship, stakeholder management, cross-functional collaboration.

Tools: Figma, FigJam, Figma Make, Claude, Adobe Illustrator, Photoshop, generative AI, HTML & Tailwind CSS (design-to-code exploration).