

Shoro Roy

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Professional Experience

TikTok

Jun '25 – Dec '25

Product Designer · Graduate Internship

- Standardized safety & appeal experiences across regions and compliance regimes by shipping 5 high-stakes features as full-time IC.
- Shaped the 6-month product roadmap for educational content by leading 3 workshops that reframed the problem around creator trust.
- Increased team throughput and quality by establishing Figma “Source of Truth” and delivering 39 unblock-oriented crits in 3 months.

Microsoft

Jan '22 – Jul '24

Product Designer 2 (Feb '23 – Jul '24)

- Led M365 Mobile home page & AI strategy, raising top-of-funnel activation from 4.76% to ~25% and M1 retention by 13%.
- Quadrupled media-workflow MAU (2M to 8M) by shipping new AI-powered media experiences.
- Led 0-1 integration of Microsoft Designer AI content-creation workflows, reaching a 25% launch rate and 27% repeat usage.
- Reduced user-reported issues 40% and raised CSAT 17% by synthesizing 18+ research sessions into rapid design iterations.
- Improved usability and accessibility across emerging markets by refining microcopy with localization and UX writing experts.

Product Designer (Jan '22 – Feb '23)

- Added 1.44M subscribers (+34% YoY) and \$1M+ launch revenue via M365 monetization; CTR 4.5% (9x industry average).
- Scaled Microsoft Fluent design system by pioneering 3 patterns and delivering 6 cohesive product solutions across multiple touchpoints.

Copods

Dec '19 – Jan '22

Experience Designer

- Raised CSAT 20% by shipping 25+ A/B-tested features across consumer and enterprise products (incl. VMware, Cohesity, Airmeet).
- Designed VMware's first federated network insights dashboard, unifying insights across multi-instance, multi-region deployments.
- Delivered an [industry keynote](#) on UX best practices at IndiaHCI 2021, drawn from shipped work for six major clients.

Infosys

Aug '19 – Dec '19

Lead Experience Designer

- Conceptualized strategic UX proposals for enterprise retail and process-management clients as sole design lead.

Honeywell

Feb '19 – Aug '19

UX Design Intern

- Ranked top 5 at Honeywell's BMS Innovation Drive by designing interaction models for [autonomous greenhouse control systems](#).

Education

- Master of Science, Strategic Design & Management, Parsons School of Design. May 2026
- Bachelor of Design, User Experience Design, MIT Institute of Design. May 2019

Skills

Design: Interaction Design, Visual & UI Design, Design Systems, Platform UX (iOS, Android, Web), Accessibility (WCAG), Motion Design

AI-Native Prototyping: Prototyping in Code, Claude Code, Cursor, Figma (incl. MCP), React, Next.js, Framer, Agentic Workflows

Research & Data: User Research, User Interviews, Usability Testing, A/B Testing, Data-Driven Design, Funnel & Telemetry Analysis

Strategy: Product Strategy, End-to-End Design, 0-to-1 Product Design, Design Vision, Systems Thinking, Storytelling, Mentorship

Methods: Rapid Prototyping, User Flows, Wireframing, Storyboarding, Multimodal Interaction, Design Critique, Executive Presentation