

Priyom Roy

Product Designer

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SUMMARY

Product designer (5 years in B2B SaaS) - I interrogate what a feature is for before how to build it, and I design the states most specs skip: empty, error, first-run, read-only. At Accolade I ran an AI-native practice across all 8 features I owned, turning messy systems into repeatable, governed assets. At Whatfix I owned messaging end to end on the Diagnostics launch, which drove a 35% L1 support-ticket reduction, and defined how AI features behave when uncertain, wrong, or handing off to a human.

SKILLS

Design

End-to-end product design, AI-assisted design and prototyping, interaction design, empty/error/edge-case state design, wireframing, information architecture, design systems, UI design, prototyping.

Content & Research

Content design, content governance, AI content guidelines, secondary research and competitive analysis, accessibility (WCAG 2.2 AA)

Tools

Figma (Auto Layout, Variables, Dev Mode), Figma AI, Figma Make, Claude, Claude Code, Claude Design, ChatGPT, Zeroheight, SurveyMonkey, Jira, Confluence

EXPERIENCE

Product Designer & Content Strategist - Accolade

Jun 2025 - Jul 2026

- Owned 8 features end to end from day one - problem framing, PRDs, competitor analysis, wireframes, prototypes, development-ready UI - working with PMs and engineers but carrying design, interface copy, and documentation myself, and staying with each feature through build.
- Built an AI-augmented product design workflow (Figma AI, Figma Make, Claude) spanning competitor analysis, PRD drafting, and prototype iteration - deployed across all 8 features I owned end-to-end.
- Designed and shipped 3 Claude skills (UX writing, UX review, support documentation) - split intentionally by observed user vocabulary - scaling sole-UX-writer coverage across 3 product lines. Adoption split: designers took up UX review and self-serve OOO, PMs took up support docs, and the UX writing skill was used by me.
- Restructured the core information architecture around how entities actually relate rather than which screen they sat on - linked, nested, and separated three entity groups - and split fields by data provenance so system-synced data stays locked while user-owned data stays editable. Defended it against a mandate to mirror a better-funded competitor's structure.

- Introduced a view-first-then-edit interaction pattern into the Accolade design system after doc-testing surfaced the flaw in the default edit-mode-on-click pattern - adopted as a shared component across similar interfaces in the design system.

UX Designer & Writer - Whatfix

Aug 2024 - Jun 2025

- Redesigned the Release Management workflow in Figma. Three decisions shipped and are live: renamed it to Product Updates at the top nav level, restructured the flow to give users control over timing, and rebuilt messaging on a what happened / why / what to do next framework.
- Standardized 500+ error messages into a universal framework (what happened, why, and what to do next), drove an automated codebase rollout with engineering, and built reusable Figma error components. Published as From Chaos to Clarity.
- Defined how Whatfix's AI features behave when uncertain, wrong, or handing off to a human - a five-pillar system (clarity, tone, AI self-identification, error handling, human handoff) weighted toward the last two, embedded into design and engineering workflows.
- Owned UX messaging end-to-end for the Diagnostics feature launch; drove 35% L1 support-ticket reduction via self-service resolution.
- Established the org's UX Content team from scratch - hired one full-time writer and one intern, introduced Eisenhower/RICE prioritization, and built the team's operating framework and training materials.

UX Writer - Whatfix

Jan 2023 - Aug 2024

- Created the content style guide, product lexicon, and accessibility guidelines, and supported the design system to keep language consistent across the product.
- Redesigned email templates around two structural layouts with accessibility and personalization built in.

Associate Information Developer - Whatfix

Apr 2021 - Jan 2023

- Built the customer support site in Document360, documented key product use cases, and designed an internal newsletter.

INDEPENDENT WORK

- **Solace - a Chrome extension** I designed and built end to end: semantic colour-register system, state-based content architecture, local-only by design.
Live on the Chrome Web Store - chromewebstore.google.com/detail/bhjbphghbdelkenacdeocpieafndinejb
- **ElevenLabs teardown** - defined the cost contract a credit-based product has to satisfy at every surface, then built a working prototype of the Text to Speech bar against three of its four clauses.
priumroy.vercel.app/teardowns/elevenlabs
- **Google Pay teardown** - the UPI scam turns on payment direction being set in the smallest type on the screen while the amount is the largest. Three static redesign options and one copy fix. Analysis only, no testing, and the piece says so. priumroy.vercel.app/teardowns/google-pay

PUBLISHED WORK

- [What I got wrong about product design before I actually did it](#) (Aug 2026)
- [I didn't learn 'Figma'. I learned decision-making](#) (July 2026)
- [Bottleneck, no more! Turning my skills and judgements into reusable artifacts](#) (May 2026)
- [From Chaos to Clarity: Standardizing and Streamlining Error Messages](#) (Whatfix Design)

EDUCATION

MA English with Communication Studies, Christ University

BA English (Second Rank Holder), Patna Women's College