

Ed Roa

Product Designer · South San Francisco, CA · pedwardroa@gmail.com · linkedin.com/in/ed-roa · edroa.xyz

Product designer who builds. I design in Figma and ship it in code, from a React Native app to a live marketing page at Sleeper.

EXPERIENCE

Product Design Intern — Sleeper (Blitz Studios Inc.)

San Mateo, CA · 06/2026 – 08/2026

- Redesigned and coded the Fantasy Football landing page, live at sleeper.com/fantasy-football: wrote the wireframes and section structure all three interns built from, designed five sections, and built the page with Figma MCP and Claude, responsive and accessible.
- Designed web chat as a component system (title bar, feed, message, one input with four properties) with DMs, a mentions inbox across leagues and pinned messages. The chat modal and reply shipped.
- Designed the web auction draftboard's bid bar as nine states, plus the timer, filters and Roster / Queue / Draft panels, in light and dark on the design team's tokens.
- With UX research, chose the FAQ's questions and answers from 53+ support articles; standardized the testimonial marquee across four marketing pages.

Founding Product Designer and Front-End Engineer — WheareAI

San Jose, CA · 10/2024 – 02/2026

- Sole designer and front-end engineer of an AI wardrobe app, from the first Figma frame to a production React Native (Expo) build.
- Built a Figma design system and translated it 1:1 into a React Native component library.
- Designed swipe-based FIT / NOT IT feedback and recommendations by occasion, location and weather, which shaped the app's information architecture.

UI and Web Designer — Diskify (PRISM19)

Santa Clara, CA · Part-time, 03/2023 – 10/2024

- Designed the Windows beta's sunburst-chart UI with the founder through weekly reviews, from wireframes to build, and built the brand site in Framer with Spline 3D assets.

Front-End Design Intern — Human-Computer Interaction Lab, Santa Clara University

09/2022 – 06/2023

- Designed navigation flows and UI components for client projects through wireframe-to-prototype sprints.

SKILLS

Design: Figma (components, variables, prototyping), Framer, Spline, Adobe Creative Cloud · **Build:** React Native, Expo, TypeScript, JavaScript, HTML/CSS, Git · **AI-assisted:** Claude, Cursor, Figma MCP · **Practice:** design systems, light and dark theming, responsive design, accessibility

EDUCATION

Santa Clara University — BA, Graphic Design, concentration in UX/UI and Design Systems · 2024. Peer Educator, ARTS 177: Website Graphic Design; Marketing Director, Activities Programming Board.

Other work: Worked continuously since high school: The Bay Club (2024 – present), The Ritz-Carlton Half Moon Bay (2022 – 2024), Starbucks Shift Supervisor (2020 – 2022).