

Ed Roa

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

Product designer who designs in Figma and builds with AI tools (Claude, Cursor, Figma MCP). About two years of product design across consumer web and mobile: a shipped landing page and web chat at Sleeper, a fantasy sports app trusted by 13+ million players, and a consumer iOS app I took from the first Figma frame to a demo-ready React Native MVP as its founding designer, leading the front end. BA in Graphic Design (UX/UI and Design Systems), Santa Clara University. Self-taught designer since age 10.

EXPERIENCE

Product Design Intern — Sleeper (Blitz Studios Inc.)

San Mateo, CA · Hybrid · 06/2026 – 08/2026

Web product design inside the design team's 2026–27 design system (set up before my internship), working with two other interns, senior designers, leadership, engineering, UX research, marketing and graphic designers.

Fantasy Football landing page (shipped) · Tools: Figma, Figma MCP (design-to-code) and Claude (AI-assisted code).

- Redesigned the Fantasy Football landing page (shipped) for commissioners deciding whether to move their league from ESPN, Yahoo, Fantrax or CBS.
- Wrote the low-fi wireframes and section structure the three interns built from; designed five sections (hero, Fantasy Done Right, League Types, Mock Draft, How to Play) and the link-preview image people see when the page is shared.
- Built the page with Figma MCP and Claude: responsive across desktop, tablet and phone, reduced-motion support, keyboard-accessible tabs, and a video lightbox that returns focus.
- Built the first version of the animated mock-draft board and an interactive league-types explainer; another intern iterated the mock-draft layout after critique.
- Chose the FAQ's questions and answers with the UX research team from 53+ support articles (the FAQ layout was another intern's).
- Standardized the testimonial marquee across four marketing pages at leadership's request and filled it with real user content with the marketing team (another intern designed the carousel); worked with graphic designers on updated video thumbnails.

Web chat (chat modal and reply shipped) · Tools: Figma.

- Translated web chat into the new design system and expanded a single-pane chat into DMs and group DMs, a mentions inbox across leagues, and pinned messages, collapsed by default on the draft screen.
- Built it as components with build-ready specs: a chat component nesting a title bar, feed and input; one message component for every kind of message, with a slot for GIFs, images and polls; one input component with four properties (theme, reply, attachment, @-suggestions).
- Applied the team's color tokens by role in light and dark, with each pair checked for contrast. DMs, mentions, pinned messages, reactions and attachments were designed and handed off.

Web auction draftboard (designed and handed off) · Tools: Figma, Figma MCP and Claude (prototyping).

- Designed the bid bar as nine states in one layout (draft not started, nominating, your turn, highest bid, drafted, two errors) so the player, price controls, main button and Pass never move.
- Placed errors such as "Bid amount exceeds max budget" right above the amount typed, put bid history in the bar, and designed the timer, Roster / Queue / Draft panels (replacing Queue / Results / Chat) and a filters modal, in light and dark. The board grid, team headers and player table were the design team's.

Founding Product Designer and Front-End Engineer — WheareAI

San Jose, CA · 10/2024 – 02/2026

- The only designer of an AI wardrobe and outfit-discovery app for iOS; led front-end through the MVP build, working with the founders and two backend engineers, from the first Figma frame to a demo-ready React Native (Expo) MVP made with Cursor and Claude.
- Built a Figma design system (type, color, components) and a matching React Native component library (tokens and shared components), removing one-off styles.
- Designed a swipe-based FIT / NOT IT feedback loop (chosen over star ratings) with occasion-based recommendations, which shaped the information architecture of the Wearables tab.

- Implemented the camera capture screen in code (AI-assisted); designed the main tab architecture, gestures, loading and empty states.
- Built a front-end AI integration layer and API contracts ahead of the backend (not part of the demo build), wrote the backend handoff docs, and built a WebP pipeline that cut photos from ~1MB to ~100–250KB.
- Prototyped every flow in Expo on a real iPhone; used frosted, glass-style surfaces and a native iOS tab bar. The startup wound down before the AI backend shipped.

UI and Web Designer — Diskify (PRISM19)

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

- Designed the full UI of a Windows disk-space visualization app around an interactive sunburst chart, working directly with the founder through weekly design reviews from wireframes to final implementation.
- Designed drill-down that stays in the sunburst, chart and file list side by side, a volume-selection entry screen, and a dark theme so color-coded segments read; mapped the scan → visualize → delete flow in low- and high-fidelity diagrams.
- Designed and built the brand site in Framer with scroll-triggered animations and 3D assets made in Spline. The founder later pivoted the product to LLM-powered file search.

Peer Educator, ARTS 177: Website Graphic Design — Santa Clara University

Santa Clara, CA · 04/2024 – 06/2024

- Helped teach HTML/CSS, typography, layout and visual hierarchy; ran workshops, critiques and 1:1 feedback on student sites.

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

Santa Clara, CA · 09/2022 – 06/2023

- Designed navigation flows, wireframes and UI components for client projects in wireframe-to-prototype sprints.

PORTFOLIO

edroa.xyz, built in Framer: case studies for the Sleeper landing page, auction draftboard and web chat, WheareAI and Diskify, with an interactive recreation of the auction bid bar (demo draft with clock, budget rules, errors, light and dark) and interactive sections from my build of the landing page.

SKILLS

Product design: user flows, wireframes, interaction design, information architecture, prototyping, high-fidelity UI, design systems (components, tokens, light and dark themes), responsive web, native iOS patterns, accessibility (contrast, reduced motion, keyboard), build-ready specs and handoff, critique.

Visual design: typography, layout, visual hierarchy, color, motion for web, 3D, video editing, marketing pages, brand sites.

Tools: Figma (components, variables, prototyping), Framer, Spline, Photoshop, Illustrator, CapCut.

Build (with AI tools): Claude, Cursor, Figma MCP; React Native, Expo, TypeScript, JavaScript, HTML/CSS, Git (basic).

EDUCATION

Santa Clara University — BA, Studio Art: Graphic Design, UX/UI and Design Systems Focus · 2021 – 2024. Peer Educator, ARTS 177: Website Graphic Design; Marketing Director, Activities Programming Board.

OTHER EXPERIENCE

Worked continuously since high school. **The Bay Club** (2024 – present): among other duties, set up, clean and maintain the club's autonomous tennis-court cleaning robot for its nightly sweep and wash routines. **The Ritz-Carlton Half Moon Bay** (2022 – 2024). **Starbucks**, Shift Supervisor (2020 – 2022).

INTERESTS

Fantasy sports (NBA and NFL), DFS, Pokémon, One Piece, snowboarding at Palisades Tahoe, music festivals.