

Roberta Sims Senior Product Designer / 15+ years experience

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Career Highlights

- Collaborated closely with Wix's CEO and founders to develop the premier browser-based website design platform, driving the company's largest growth in history — 25% increase in overall performance, generating \$2.5B in revenue.
- Led the end-to-end UX/UI design of the Wix component system, serving 35M small business owners, millions of site visitors, and accounts for ~4.2% of internet usage.
- Worked with engineers to define and contribute 3 distinct technology patents.
- Owned end-to-end design for Augment's IDE and AI platform as the only designer, supporting a 30+ person engineering org through rapid release cycles in the AI dev tools space.

Augment Code / Head of Design / March 2026 - Present

- Leading design for an AI-driven CI/CD platform — prototyping through prompts in the product itself, and shipping PRs alongside engineers.
- Built and ran technical interview workshops as part of the hiring loop, helping the team recruit senior engineers.

Augment Code / Sole Designer / IDE / March 2024 - March 2026

- Sole designer of the multi-agent chat interface for our IDE extension, shipped across VS Code and JetBrains to serve 40K users, earning 50M in ARR.
- Kept pace with the AI shift as our release cadence compressed from weeks to daily, adopting AI-assisted workflows to stay competitive.

Poolday.ai / Founding Designer / June 2024 - October 2024

- Contributed to the product vision of a generative AI-driven video platform.
- Utilized consumer feedback to build efficient product patterns.

Wix / Lead Designer / Cross Platform Components / 3 years

- Delivered intuitive interfaces that effectively serve a diverse range of users, from beginners to advanced professionals, including designers and developers.
- Scaled hundreds of customizable React component products company wide.
- Collaborated closely with engineers and analysts to develop systemic contribution and data models, visual frameworks, driving improvements in product performance and accelerating development velocity.
- Cultivated cross-company process to identify and close product gaps, enhancing the user experience and promoting a cohesive, holistic solution.
- Played a key role in shaping product strategy, guiding technical evolution, and contributing to roadmaps.

Wix / Founding Designer / Editors / 6 years

- Developed the visual identity, UX patterns, and DS for 3 Wix website builders.
- Scaled the product to meet evolving user needs, growing 20% year-over-year.
- Managed multiple high-priority projects concurrently, maintaining an agile workflow in a fast-paced, dynamic environment.
- Engaged cross-disciplinary teams throughout the design process, setting clear goals, synthesizing research, mapping user journeys, creating high-fidelity prototypes, and iterating based on feedback and data-driven insights.
- Led impactful, mission-critical projects focused on responsive design, mobile

Contributions

[Responsive Editing/Viewing](#)
[Adaptive User Interface](#)
[Dynamic Layout](#)

Leadership

Mentoring
Interviewing
Roadmaps
Strategy
Process Development
Management

Design

AI Tooling
UX Frameworks
Research Approach
Conceptualization
Wireframes
User Journeys
Contribution Models
Pixel-perfect Design
Responsiveness
Interactive Design
System Design
Design Systems
Grid Systems
Accessibility

Technical

HTML/CSS/Javascript
Information Architecture
Prototyping
Data Analytics
Agentic Workflows
Vibe Coding

Human

Client Relationships
Feedback Loops
Communication
Collaboration
Detail Oriented
Transparent

performance, localization, and accessibility.

- Scaled and stabilized the 2 design systems preparing for open-source releases.

Wix / Customer Care / 2 years

- Gained experience with customer needs to build for intuitive solutions.
- Balanced stakeholder goals with user needs to design efficiency-driven UI.
- Transformed support insights into actionable data visualizations, empowering PMs to effectively prioritize features.

Graphic Designer | Rising Sun Energy Center • 3 years

- Design leader responsible for recruiting and mentoring interns, developing the brand identity, and expanding an educational infographic library.
- Collaborated with government councils and PG&E to shape and execute marketing strategies.

Freelance Designer • 3 years

- Executed a wide range of design work, including illustration, branding, web design, 3D, print, and publications.

BS Degree

Landscape Architecture/Urban Planning • UCDavis

Professional Certifications

Design Thinking & Innovation • Harvard Business School

Product Led Strategy • Pend.io

ScrumMaster • Scrum Alliance