

# Roberta Sims

Product Designer | Software • Web • Mobile • Apps

San Francisco based designer with 13 years experience creating inclusive experiences through research and empathy.

## Experience

WIX • 04/2012 - 10/2023 • San Francisco CA / Tel Aviv IL

### Highlights

- Founding product team member, leading UX design in collaboration with the CEO on the flagship software; resulting in 25% company growth and \$2.5B in revenue. (The highest project conversion in company history.)
- Scaled Editor software for 10 years while experiencing rapid growth (~20% YoY).
- Owned end-to-end product UX/UI for hundreds of customizable react components, which serve 250M WIX users, billions of user's site visitors and 3% of all websites globally.

### Lead UX Designer, Component Products • 3.5 years

- Created successful, intuitive UI for basic, advanced and developer user types.
- Guided streamlining features and defining cross-platform core product patterns by establishing methodology, refining products and mentoring; teamed up with product and engineering leads to build contribution flows to optimize production.
- Worked with BA to implement conversion metrics that serve cross-company KPI performance data tracking and testing.

### Senior Product Designer, Editors • 6 years

- Improved product quality by involving cross functions in the design process.
- Partnered closely with engineers and FED to craft simple solutions for some of the company's most complex products: visual interface experience, drag & drop environment, responsive grid canvas, accessibility scanning, and localization.
- Led design lifecycle from goals and research through testing and release.
- Contributed to evolution, stabilization and release of WIX's OSS design system.

### Customer Care, Agent & Internal Tools Designer • 2 years

- Became an expert on user personas by assisting with design, DNS and sales.
- Balanced stakeholder and agent needs to design customer care back-office.
- Designed an engaging call center dashboard to visualize data for product teams.
- Improved agent performance through ideation and crafting of productivity tools.

OTHER • 06/2009 - 04/2012 • San Francisco Bay Area

### Graphic Designer, Rising Sun Energy Center • 3 years

- Sole designer of text book publications, brochures, infographics and illustrations.
- Led brand marketing strategy for partnerships with PG&E and Bay Area councils.

### Freelance Designer • 3 years

- End-to-end design services: logos, print, brand identity, web and product design.
- 3D modeling: architectural perspectives and construction documents.

## Academics

### Certifications

Design Thinking & Innovation • Harvard Business School • 2023  
Product Led Strategy • Pend.io • 2023  
ScrumMaster • Scrum Alliance • 2014 - 2023

### Bachelors of Science

Landscape Architecture • UC Davis • 2009

[robbiesims.com](http://robbiesims.com)

[robbie.m.sims@gmail.com](mailto:robbie.m.sims@gmail.com)

In [@robbiemsims](#)

858.337.9043

## Recognition

### Patents

[Responsive Editing & Viewing](#)

[Adaptive User Interface](#)

[Dynamic Layout](#)

### Articles

WIX Learn - [Design Your Website with Advanced Features](#)

WIX Blog - [The Life & Times of Tech Internationals](#)

## Leadership

WIX Hub - Usability Conductor  
Knowledge Base Writer  
Mentoring & Onboarding  
Candidate Interviews  
Roadmap Planning & Presentation

## Skills

### Design

UX Research • Agile Development • UX/UI Design • Data Visualization • Information Architecture • Systemic Design • Data Analysis • Wireframing • Journey Mapping • Usability Testing • Prototyping • Interaction • Motion • Illustration • Iconography • Accessibility

### Software

Figma • Sketch • InVision • Principle • Adobe CC (Photoshop, Illustrator, XD, InDesign, Muse) • Notion • Miro • Monday • Jira • Tableau • Google Suite • SketchUp

### Human

Client Interviewing • Presenting • Resource, Task, and Product Management • Welcomes Feedback • Collaboration • Organization • Agility • Adaptation • Goal Clarification