

Simran Bansal

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I design the surfaces people move money and trust through – and the agents that do it for them. I lead design direction for shopper-facing commerce (cart, checkout, payments, conversion, and trust), with 5+ years spanning passwordless checkout to a shopper agent that answers “where’s my order?” I’ve owned complex product areas end to end, built the design system behind our agentic surfaces, and brought cross-functional teams through the messy middle. I’m energized by ambiguous, fast-moving environments where data-informed design has real leverage.

EXPERIENCE

Senior Product Designer · Salesforce

Feb 2025 – Present · Seattle, WA

- Sole designer for Salesforce's shopper-facing commerce platform – owning cart, checkout, and payments end to end, and driving the vision and strategy for commerce storefront and transactional experiences.
- **Storefront Next:** Shipped the Consumer & Retail Goods experience to GA after a 10-customer pilot (Eataly, Space NK, Acushnet Golf) – first customer now live in production, with New Balance, See's Candies, and Ashley Furniture in the launch pipeline. The Foundations template I co-designed is officially published by Salesforce in the [Figma Community](#).
- **Shopper Agent:** Solely led and architected the design system from the ground up – primitive layer, interaction models, and governance that set the craft bar for the agent's transactional surfaces; shepherded through senior leadership review and sign-off. Designed the agent's post-purchase surfaces, Where's My Order and My Orders, including conversation flows, order-status states, and signed-in and guest verification paths.
- **Design leadership:** Replaced static-mockup handoff with AI-assisted prototyping in code with Cursor and Claude Code, deployed through GitHub and Managed Runtime – designers now hand off working, testable experiences instead of static screens. Created a scenario-switcher pattern now in the team's design toolkit.

Product Designer · Salesforce

Aug 2022 – Jan 2025 · Seattle, WA

- Lead designer on the Consumer-Grade Experiences initiative for Transact; redesigned cart and checkout experience, driving 50%+ YoY growth, scaled to 200+ customers including ASDA, TaylorMade Golf, and Nissan, with multiple \$100M+ GMV clients.
- Drove cross-functional alignment across Product, Engineering, UX, and Marketing to deliver 15+ B2B/B2C features – including One-Click Passwordless Checkout, Split Ship, Mini Cart, international checkout redesign, and Wallet Payments (Stripe, PayPal, Venmo, Adyen).
- Designed 0-to-1 conversational commerce via WhatsApp, one of the first agentic shopping experiences supported on the platform, enabling shoppers to browse, ask questions, and complete purchases entirely within WhatsApp.
- Led design for the Store Fulfillment Application, equipping store associates to manage and fulfill orders daily.

Associate Product Designer · Salesforce

Feb 2021 – Aug 2022 · San Francisco, CA

- Designed AI-powered product recommendations for D2C storefronts using Salesforce Einstein; led user research and usability testing, built admin interfaces to monitor AI deployment at scale.
- Built 0-to-1 enterprise-grade order management workflows supporting ingestion of up to 5K orders/min, navigating technical constraints to deliver a performant, usable experience.

UX Design Intern · Apple

May – Aug 2019 · Cupertino, CA

- Led user research and co-design sessions for Apple's internal developer tooling; delivered wireframes and high-fidelity designs through iterative feedback cycles with senior stakeholders.

UX Design Intern · IBM

Jun – Aug 2018 · San Jose, CA

- Designed onboarding for IBM Cloud Pak for Data – simplifying a complex technical setup into an intuitive flow for data scientists.

Product Development & Design Intern · Poshmark

Jul – Aug 2019 · San Francisco, CA

- Designed a rewards program prototype and presented competitive analysis and feature strategy directly to the executive board.

SKILLS & TOOLS

Design: End-to-End Product Design · 0-to-1 · Product Strategy · Systems Thinking · User Research · Conversion Optimization

AI & Agentic UX: Human-AI Interaction · Agentic Workflow Design · Conversational UX · Prompt Design · Trust & Transparency

Design Systems: Web · iOS · Component Libraries · Design Tokens

Tools: Figma · Cursor · Claude · Claude Code · GitHub · Tailwind CSS

LEADERSHIP & RECOGNITION

- Serve as an Identity Advocate for the Salesforce Design organization – carrying our values and operating principles into everyday practice and recognizing the people and work that bring them to life.
- Design Lead, Salesforce-sponsored Purdue UX Capstone; mentored 5 students, presenting to Product, Engineering, and UX VPs.
- AIGA Design Mentor to new graduates.
- Salesforce UX Publication: [Design School vs. Design Reality](#)

EDUCATION

Purdue University

Selected as Division 1 Commencement Speaker.

B.S. User Experience Design, Minor in Communication