

# MATTHEW L ROTH



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matthewlroth.com

## WORK EXPERIENCE

### Associate Product Manager

**The Walt Disney Company : DTCI (ABC News)**

July 2018 - Present

- Gather editorial requirements and feedback
- Identify areas for enhancements and propose solutions
- Coordinate with design and development teams and UAT stories
- Support daily operations of goodmorningamerica.com and ABC News

### Associate Product Manager

**Bloomingdale's**

May 2016 - July 2018

- Gather requirements from stakeholders and write stories
- Develop and present enhancement opportunity assessment
- Coordinate with team for development and approve final product

### User Experience (UX) Design Intern

**Bentley Systems**

May 2013 - August 2013

- Designed user interface interactions, workflows, and graphics/icons
- Researched, developed, and documented UX Standards
- Conducted usability surveys and labs
- Created mockups, storyboards, and interactive prototypes

### Senior Consultant

**Lehigh University WIRED**

March 2012 - May 2014

## EDUCATION

### Master of Science in Human-Computer Interaction

KTH, Royal Institute of Technology

2016

### Master of Science in Computer Science

University of Trento

2016

### Bachelor of Science in Computer Science Engineering

Lehigh University

2014

### Certificate in Urban life and Mobility

University College London

2015

### Certificate in Innovation and Entrepreneurship

EIT Master School

2016

### Graphical User Interface Research

Lehigh University

December 2011 - May 2014

## design

USER RESEARCH  
USABILITY TESTING  
PERSONAS  
MOCKUPS  
WIREFRAMING  
INTERACTION DESIGN  
UI DESIGN  
SKETCHING  
ICON DESIGN  
A/B TESTING  
SITEMAPS  
CARDSORTING  
USER FLOWS  
DATA VISUALIZATION  
WEB DESIGN  
3D MODELING

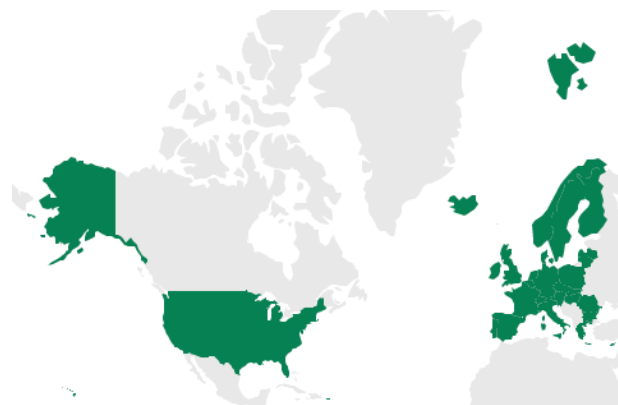
## tools

BALSAMIQ  
AXURE  
INVISION  
ILLUSTRATOR  
PHOTOSHOP  
INDESIGN  
SKETCH  
INDIGO STUDIO

## code

C/C++  
JAVA  
HTML/CSS  
JAVASCRIPT  
JQUERY  
PYTHON

## employment authorizations



United States of  
America (US Citizen)

European Economic  
Area (Italian Citizen)

## languages

English  
Italian

## LEADERSHIP ACTIVITIES

**Phi Sigma Kappa Fraternity** – Leadership & Green Chair

Phi Sigma Pi National Honor Fraternity, National Society of Leadership and Success, Lehigh Eco-Rep, Italian Club, Varsity Crew Team