

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

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