

# Benjamin Roth

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## Profile

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Designer with 7 years of experience, adept at transforming user experiences through innovative design solutions. Expertise in developing cutting-edge interfaces and systems, paired with strong skills in UX strategy, information architecture and prototyping. Committed to driving design excellence and fostering seamless interactions across digital platforms. Passionate about leveraging research and design systems to create impactful and user-centered products.

## EXPERIENCES

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### Product Designer, General Motors, Warren

2022 — Present

- Transformed vehicle OS frameworks and design practices by establishing a flexible, modular UI system, enabling consistencies across disparate vehicles and display configurations.
- Designed key elements of a complete in-vehicle operating system overhaul, including home screen and app launcher, front passenger experience, and a bespoke multi-modal & multi-dimensional voice assistant.
- Developed advanced prototypes which enabled system-wide look across for yet-to-be-developed software and yet-to-be-defined hardware, enabling cross-functional alignment, design consistency, and robust user testing in advance of implementation.
- Attributed patent filed for an LLM AI voice assistant AI-driven adaptive interface system. Collaborated with Google, Amazon, Apple, and Microsoft to design and integrate third party apps and services.

### UX Designer, CommerceHub, Albany

2021 — 2022

- Conceptualized and delivered an AI product copy generation system. Evolved that same system to tailor copy for brand voice and SEO.
- Handled UX, information architecture, and UI design for core services facilitating the merger of two disparate systems.
- Designed a product data exchange interface that resulted in 8x increase in sku-to-site time.
- Conducted extensive research and testing in partnership with UXR to define, learn, execute, verify, and improve output.

### UX Designer, xSoTec, Philadelphia

2019 — 2021

- Owned day-to-day operations, demonstrating leadership and initiative in a fast-paced environment.
- Introduced agile development principles, enhancing efficiency in project management and deployment.
- Designed bespoke education management systems, focusing on user experience and accessibility.
- Managed client relations, ensuring satisfaction and fostering long-term partnerships.
- Assisted in securing external funding and new business opportunities, contributing to company growth.

## EDUCATION

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### M.S., Information (UX, HCI), University of Michigan, Ann Arbor

Aug 2019 — Apr 2021

Coursework in userexperience design, visualdesign, graphic design,contextual inquiry, consulting,qualitative analysis, human-computer interaction, python,social factors, theory,& more.

### B.S., Political Science, Michigan State University, East Lansing

Aug 2014 — May 2017

Coursework in political theory,constitutional democracy,sociology, social anthropology,data visualization, quantitativeresearch, urban planning,development, & more.

## Additional Information

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Links: personal website