

Benjamin Roth

product design

rothben.xyz
rothben13@gmail.com
989.293.7686

EXPERIENCES

General Motors / Product Designer

Led redesign for core vehicle interfaces including:

- Home screen and app launcher
- New Front Passenger Screen operating system
- AI-driven adaptive interface system (attributed patent pending)
- In-vehicle LLM AI voice assistant
- Third-party integrations (Google Maps, Amazon Alexa, Apple Music, more)

Oversaw multiple software products across GM brands' in-vehicle systems. Helped modernize design processes through Figma implementation and mentored team members on design best practices.

CommerceHub / UX Designer

Led strategic design initiatives including:

- System-wide navigation redesign
- New partner data exchange platform (reduced setup time by 8x when compared to previous offering)
- AI-powered product copy generation system

Drove product vision through extensive research and testing to streamline e-commerce operations and partner workflows.

xSoTec / UX Designer

Led end-to-end product development including:

- Agile development and deployment processes
- Education management systems
- Brand identity guidelines

Managed key startup operations including team leadership, marketing strategy, and client relationships.

EDUCATION

University of Michigan M.S., Information (UX)

Coursework in design, prototyping, consulting, qualitative analysis, human-computer interaction, programming, social factors, theory, & more.

University of Michigan B.S., Political Science

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

SKILLS

Tools / HTML • CSS • Python
Javascript • React Native • Excel
Google Sheets • Google Scripts
Data Studio • SQL • R • Qualtrics
Figma • InDesign • Sketch • XD
Photoshop • Illustrator • WCAG
WAVE

UX / User Centered Design • Design Thinking • Interaction Design
Prototyping • Wireframing
UX Research • Visual Design
Usability Testing • Design Systems
User Flows

Research / Contextual Inquiry
Needfinding • Stakeholder & User Interviews • A/B Testing
Survey Methodology • Heuristic Analysis • Affinity Diagrams
Persona Creation