benjamin roth
user experience research & design

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EXPERIENCES

CommerceHub / UX Designer

May 2021 - Present / Albany, NY (remote)

Led design work for a system-wide nagivation overhaul. Leveraged extensive research and testing to set product vision & direction for a net-new suite of tools to facilitate the exchange of product data between e-Commerce partners, leading to an 8x decrease in item setup time. Led design for an initiative to use AI (nlp) to write product copy.

xSoTec / Product Manager

June 2020 - May 2021 / Philadelphia, PA (remote)

Managed agile development and deployment cycles. Carried systems from concept to deployment through prototyping, stakeholder interviews, design, development, and testing. Established brand identity guidelines. Handled administrative responsibilities including personnel management, marketing, client relations, and planning.

City of Lansing / Citizen Interaction Design

August 2020 - December 2020 / Lansing, MI

Conducted semi-structured interviews, surveys, and market research to understand Lansing's needs. Recommended design solutions to encourage greater citizen engagement within the circumstances unique to Lansing. Presented findings to a conference of interaction designers.

Success Academy / 5th Grade Science Teacher

July 2018 - August 2019 / Brooklyn, NY

Achieved test scores within the top 15% of all SA schools as a first-year teacher. Awarded *rookie of the year*.

EDUCATION

University of Michigan

Master of Information Science, UX
August 2019 - April 2021 / GPA 4.0

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

Michigan State University

Bachelor of Science, Political Science
August 2014 - May 2018 / GPA 3.6

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