Benjamin Roth
product design

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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.

Michigan State University

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