

Benjamin Roth

Product Design

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I specialize in interfaces built for people. With 6+ years of multidisciplinary design experience, I’ve learned to use my resources and constraints to craft powerful, intriguing, and memorable moments. I am passionate about systems and processes, and believe that the best products are born out of strong organizations and robust communication between design, product management, and dev.

skills	I’ve worked on small and large teams, conducted and compiled research, benchmarked and brainstormed, created and socialized wireframes, built low, mid, & high fidelity prototypes, and delivered high-quality digital experiences.
process	Discovery // Requirements Gathering // Ideation // Benchmarking // User Stories // Wireframes // UI // Prototyping // Testing // Iteration
work	General Motors, ‘22 - present CommerceHub, ‘21 - ‘22 xSoTec - ‘19 - ‘21
education	Master of Science in Information, User Experience, University of Michigan, Ann Arbor, MI Bachelor of Science, Political Science, Michigan State University, East Lansing, MI
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