Benjamin Roth
product design

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EXPERIENCES

General Motors / Product Designer

Lead designer responsible for cutting-edge highly visible AI initiative. Partnered directly with VPs, SVPs, PMs, business and technical stakeholders, and third-party suppliers to develop a roadmap and execute according to near-term goals. Managed design for 3rd Party app integrations, including Google built-in and Amazon Alexa. Directly responsible for multiple domains within the Chevrolet, Buick, and Cadillac in-vehicle design systems. Member of a small team tasked with modernizing design process, focusing specifically on transition to Figma.

CommerceHub / UX Designer

Led design work for a system-wide navigation 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 / UX Designer

Implemented and managed agile development and deployment cycles. Carried education management 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 within startup environment.

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