



SHARON G. ROTH

UX DESIGNER

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I am a passionate UX designer excited about taking complex problems and simplifying them for the user. My healthcare and engineering background has inspired and energized me to work with data interfaces. I am looking to make a meaningful impact helping users efficiently complete their tasks.

UX COMPETENCIES

User Research
Usability Testing
Competitive Analysis
Persona Development
Storyboards
User Flow
Site Mapping
Wireframing
Prototyping
Responsive + Adaptive Design
Visual Design

UX TECHNOLOGY

Sketch
Photoshop + basic Illustrator
InVision
Origami Studio
Principle
Marvel
Atomic

FRONT END TECHNOLOGY

HTML
CSS
Bootstrap
JavaScript
jQuery

ADDITIONAL TECHNOLOGY

Matlab
Tableau
Excel VBA

ADDITIONAL SKILLS

Public Speaking
Team Leadership

EDUCATION

2010-2014 | University of Pennsylvania, School of Engineering and Applied Science
Bachelor of Science in Engineering, cum laude, Bioengineering
2016 | General Assembly, Visual Design Certificate

EXPERIENCE

2016-present | General Assembly, User Experience Design Immersive Student

- Rigorous 10-week hands-on immersive program consisting of five design sprints
- Implement user-centered design research, design thinking, team collaboration, ideation and prototyping skills

2014-2016 | Health Advances, LLC, strategy healthcare consulting, Analyst

Analyst Representative for Professional Development Committee, member of Health Advances Blog, Recruitment Committee, and Business Development for Orthopedics

- Tested client product concepts with potential users (physicians, hospital executives, payers), mapped patient journeys, created client-ready deliverables
- Drove primary research program by executing and interpreting surveys, writing guides and leading interviews, and synthesizing key takeaways
- Selected to serve as Professional Development Liaison for the analysts, resolving and enhancing interactions between all levels of the community

REPRESENTATIVE PROJECTS

2016 | Doctor Detective

- Designed a health insurance app to pair patients with physicians during 1-week sprint

2016 | Beach Grass Shop

- Redesigned architecture and layout of an ecommerce site during 2-week sprint

2013-2014 | Design and development of the Reusable and Reloadable Endoscopic Ligating Loop with Delivery System

Patent Pending

- Designed a medical device to improve surgeons' training and reduce costs
- Interviewed physicians and conducted a competitive analysis to define product specifications
- Tested prototypes with surgeons for an iterative design process

AWARDS

2014 | Bioengineering Senior Design Award

Bioengineering Department at the University of Pennsylvania

2014 | 1st Honorable Mention at 2014 Senior Design Project Competition

Penn Engineering Alumni Society

VOLUNTEERING

2015-present | Science Club for Girls, Boston MA

2014-present | Penn Alumni Interviewer