



## 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 | Dana Farber Cancer Institute**

- Led team to design an interface for a proposed database which curates cancer patient data by leveraging natural language processing

**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**