



SHARON G. ROTH

UX DESIGNER + FRONT END DEVELOPER

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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

Photoshop
InVision
Sketch
Basic Illustrator
Marvel
Origami Studio
Principle
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 immersive program consisting of 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

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