

# Talia Roth | Product Designer

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📍 New York

Product designer with 3+ years of experience creating intuitive, scalable SaaS experiences. Promoted twice at Granicus for elevating product usability, creative design execution, and delivery speed. Blends visual design, user research, and systems thinking to turn complex requirements into engaging digital products. Passionate about designing innovative, human-centered experiences in fast-moving environments beyond govtech.

## Work Experience

### Granicus — Remote

Product Designer II | October 2025 – Present

Product Designer I | April 2024 – October 2025

Associate Product Designer | January 2022 – April 2024

- Lead end-to-end design across multi-product SaaS platforms, from research and ideation to high-fidelity prototypes and developer handoff.
- Partner with PMs and engineers to shape strategy and define user-centered solutions that balance innovation, usability, and scalability.
- Conduct exploratory and evaluative research to inform product vision, including a generative study on AI-assisted workflows that shaped new product capabilities.
- Design accessible, cohesive user experiences that scale across diverse products and audiences.
- Contribute to the design system by creating and refining components that improve cross-product consistency and design velocity.
- Recognized for rapid growth in design maturity and creative impact, earning promotion to Product Designer II.

### Public Consulting Group — Remote

Team Supervisor | December 2020 – June 2021

- Managed a team of 20 contact tracers, overseeing training, delegating tasks, and ensuring quality through call audits.
- Coordinated with health authorities to ensure accurate reporting and timely follow-ups with individuals exposed to COVID-19.

Contact Tracer | June 2020 – December 2020

- Conducted interviews with individuals exposed to COVID-19 to assess symptoms, provide resources, and offer guidance on next steps.

## Education

### Iowa State University

MA, Human Computer Interaction | May 2025 | 4.0 GPA

### CUNY Queens College

BFA, Design | May 2020 | 3.7 GPA

## Skills

User research; Usability testing; Wireframing; Prototyping; Design systems; AI for Design; Cross-functional teamwork; Stakeholder management; Agile & scrum; Creative thinking; Illustration; Ideation; Figma; Miro; Photoshop; Illustrator; Indesign; HTML/CSS; Some Python; Some Javascript