# TALIA ROTH

taliarothny@gmail.com | (516) 849-4694 | New York, NY | [taliaroth.com](http://taliaroth.com)

UX designer with 3+ years of experience at government tech SaaS company Granicus, combining visual design expertise with collaborative research methods to create impactful digital experiences. Skilled at adapting processes to each project's unique needs while working effectively across multiple product teams. Currently completing a Master's in Human Computer Interaction with a passion for creative problem-solving that delivers real user value.

## WORK EXPERIENCE

**Granicus**  Apr. 2024 – Present
*Product Designer 1*  *New York, NY*

- Lead end-to-end UX projects with greater ownership, collaborating with product managers and tech leads to identify and prioritize user needs and define strategic solutions
- Drive design decisions, balancing user experience and business objectives, and present solutions to stakeholders
- Initiate and conduct advanced UX research to inform product strategies, including a study on AI integration
- Create and refine wireframes, high-fidelity prototypes, and user flows, ensuring intuitive and accessible designs
- Expand the design system with new components, maintaining consistency across products and addressing evolving needs

**Granicus**  Jan. 2022 – Apr. 2024
*Associate Product Designer*  *New York, NY*

- Supported UX projects by executing designs based on defined product requirements, including wireframes, mockups, and prototypes
- Conducted user research and usability testing to gather insights and validate design choices
- Collaborated with cross-functional teams, including product managers, developers, and customer success, to implement designs
- Contributed to the design system by creating elements, such as configurable color schemes, to address user feedback

**Public Consulting Group**  Dec. 2020 – Jun. 2021
*Team Supervisor*  *Far Rockaway, NY*

- 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

**Public Consulting Group**  Jun. 2020 – Dec. 2020
*Contact Tracer*  *Far Rockaway, NY*

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

## EDUCATION

**Iowa State University**  May 2025
*MA, Human Computer Interaction*  *4.0 GPA*

**CUNY Queens College**  May 2020
*BFA, Design*  *3.7 GPA*

## SKILLS

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