

Bradley T Roth

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I am a passionate student of interaction design. I have experience working with a diverse suite of global companies from industries such as finance, retail, automotive sales, telecommunications, television service providers, and state governments. My experience has helped me develop an understanding and appreciation for the design process. I always look to design better experiences.

Professional Info

Cox Automotive, Inc.

Senior UX Designer

Atlanta

April '19 - Present

Since joining Cox Automotive, I have worked to redesign and refresh one of its largest, industry-leading automotive sales platforms. From the start, I have pushed the service in new directions, leading to the introduction of numerous new tools for tens of thousands of customers across the country.

I strive to bring UX to the forefront of discussions as the service moves into new functional spaces. I work with cross-disciplinary teams to deliver valuable new assets to customers. I have expanded my role and oversee the day to day management of two design efforts, while personally handling the design of a third.

Within the UX team, I have established myself as a strong proponent of continued learning and pushing for critical thinking around topics such as inclusion and how we define our users. I advocated for and continue to aid in moving our organization to a new design tool to better facilitate cross-collaboration and efficiency.

The Home Depot/MAU

Senior UX Designer

Atlanta

August '17 - Feb '19

I worked as a contracted UX designer for The Home Depot. I worked with multiple teams to help refine and improve two of their enterprise-level software experiences. I also helped introduce a consumer-facing application update.

It was recently reported the sales lift on my first product was nearly \$800M on a ~\$2M design effort. The second product I redesigned helps capture and prosecute criminals, with state and federal fraud cases in the tens of millions of dollars annually.

I was the lead designer on all my products at Home Depot. I led all research, design, and prototype work. I commonly worked with development and product partners across Home Depot.

MasterCard

Experience Design Leader

New York City

June '15 - August '17

At MasterCard I worked to streamline their global digital payment service, MasterPass. I worked with various international teams to improve the experience for customers around the world.

During my time on MasterPass, the product rolled out to multiple international markets. It expanded its integration with multiple bank partners. Adoption and retention rose steadily over my time on the product. Sales through the experience increased across all markets during my tenure.

I was the lead experience designer on the product. I was in charge of all design, documentation, and prototype work. I worked with development, security, legal, and product partners across MasterCard.

Isobar

Senior User Experience Designer

New York City

Aug '12 - June '15

My time at Isobar was spent working with a wide variety of world-leading companies. I designed services and applications for Scottrade, NBC Sports, Royal Caribbean, and others.

One effort for Scottrade was integrated and featured as a prime market differentiator in their mobile application overhaul. It was heavily featured in their product advertising at the time of rollout.

I commonly worked with teams from offices across the country to bring my efforts to life.

Bloomberg

Student Intern/Consultant

New York City

Jan - Aug '12

For my final project at Carnegie Mellon I helped lead a team of individuals in redesigning a piece of Bloomberg's financial industry-leading Terminal software.

Deloitte Consulting & Banker's Life

Various

Central Pennsylvania

Aug '08 - Spring '11

Before my life as a designer, I worked as a Business Technical Analyst for Deloitte. My product was an award-winning application that helped bring social services to thousands of citizens across the state of Pennsylvania.

I also worked as an independently licensed insurance salesman for Banker's Life.

Education

Carnegie Mellon University

Master in Human-Computer Interaction

Pittsburgh

Aug '12

The Pennsylvania State University

Bachelor of Science, Information Sciences & Technology

Minor, Telecommunication

State College, PA

May '08

Proficiencies

Skills

Wireframing

Prototyping

User research

Luma Certified

Tools

Figma

Sketch

Indesign

Mural