

Bradley T Roth

bradleytroth@gmail + bradleytroth.com

I am a passionate student of design. I have experience in industries including finance, retail, automotive logistics and sales, telecomm, and government. This experience helped me develop an appreciation for the design process and its execution across corporations. I am always looking to improve.

Professional Info

Cox Automotive, Inc.

Lead UX Architect

Atlanta

April '21 - Present

At Cox Automotive, I am working to redesign and refresh two industry-leading automotive sales platforms. I have pushed services in new directions, introducing features to aid tens of thousands of our customers. I bring UX to the forefront as we move into the new spaces our customers and partners demand.

I manage a team of designers, coordinating daily with numerous cross-disciplinary partners.

Within the Cox UX team, I established myself as a proponent of continued learning and pushing for critical thinking. I advocated for and aided in moving our organization to Figma to improve collaboration and efficiency.

Senior UX Designer

See above.

April '19 – April '21

The Home Depot/MAU

Senior UX Designer

Atlanta

August '17 - Feb '19

I worked with teams to refine and improve two of Home Depot's enterprise-level systems.

One project provided a sales lift of nearly \$800M on a ~\$2M design effort within its first 2 years. The second project helped capture and prosecute criminals, assisting in fraud cases at the state and federal levels.

MasterCard

Experience Design Leader

New York City

June '15 - August '17

At MasterCard I worked to streamline the global digital payment service, MasterPass. I worked with various teams to improve the experience for customers around the world. I was the lead experience designer on the effort.

I was one of two professional liaisons for the Experience Design team's work with Carnegie Mellon's Master's of Human-Computer Interaction Institute Program.

IsoBar

Senior User Experience Designer

New York City

Aug '12 - June '15

I worked with a variety of industry-leading companies at IsoBar. I designed services and applications for Scottrade, NBC Sports, Royal Caribbean, and others.

Bloomberg

Student Intern/Consultant

New York City

Jan - Aug '12

For my capstone project at Carnegie Mellon I helped lead a team of students 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 and as an independently licensed insurance salesman for Banker's Life.

Education

Carnegie Mellon University

Master's 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