Bradley T Roth

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I am a passionate student of design. I have experience in industries including finance, retail, automotive logistics and sales, and more. My experience has helped me develop an appreciation for the design process and its execution at scale. I am always looking to improve myself.

Professional Info

Kennesaw State University — Kennesaw, GA
Part-time Professor, Technical Communication and Interaction Design — August ‘25 – Present

I joined KSU’s TCID program as a part-time professor to help guide the next generation of designers as they enter an industry that is evolving faster than ever before. I hope to prepare them for the real-world trials they will face and to make them better, more aware as both people and as designers.

Cox Automotive, Inc. — Atlanta
Lead UX Architect — April ’19 - Nov ‘26

At Cox Automotive, I worked to redefine quality user experience for multiple industry-leading platforms. I pushed services in new directions and refined our work processes to better prepare us to address our customers’ needs and solve complex problems. I used AI tools to deliver high quality production-ready design assets and code.

I managed a small team of designers, coordinating daily with numerous cross-disciplinary partners. This included research, product, and development.

As a proponent of continued learning and critical thinking, I led a cross-disciplinary book club to explore and discuss design. I also spent time serving on the company-wide design system’s governance board to aid in its upkeep and refinement.

The Home Depot/MAU — Atlanta
Senior UX Designer — 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 — New York City
Experience Design Leader — 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 — New York City
Senior User Experience Designer — 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 New York City
Student Intern/Consultant 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 Central Pennsylvania
Various 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 Pittsburgh
Master’s in Human-Computer Interaction Aug ‘12

The Pennsylvania State University State College, PA
Bachelor of Science, Information Sciences & Technology May ‘08
Minor, Telecommunication

Proficiencies

Skills
Design thinking
Wireframing
Prototyping
User Research
Luma Certified

Tools
Figma
Figma Make
Claude
Gemini
Mural