**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.** Atlanta

Lead UX Architect 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 April ‘19 – April ‘21

 See above.

**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 UniversityPittsburgh

Master’s in Human-Computer Interaction Aug ‘12

The Pennsylvania State UniversityState College, PA

Bachelor of Science, Information Sciences & Technology May ‘08

Minor, Telecommunication

**Proficiencies**

**Skills Tools**

Wireframing Figma

Prototyping Sketch

User research Indesign

Luma Certified Mural