Benjamin Roth
product design

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EXPERIENCES

General Motors / 2022-PRESENT
Product Designer

Designed key elements of a complete in-vehicle operating system overhaul, including home screen and app launcher, front passenger experience, and a bespoke multi-modal & multi-dimensional voice assistant. Attributed patent filed for an LLM AI voice assistant AI-driven adaptive interface system. Collaborated with Google, Amazon, Apple, and Microsoft to design and integrate third party apps and services.

CommerceHub / 2021-2022
UX Designer

Conceptualized and delivered an AI product copy generation system. Evolved that same system to tailor copy for brand voice and SEO. Handled UX, information architecture, and UI design for core services facilitating the merger of two disparate systems. Designed a product data exchange interface that resulted in 8x increase in sku-to-site time. Conducted extensive research and testing in partership with UXR to define, learn, execute, verify, and improve output.

xSoTec / 2019-2021
UX Designer

Started as an intern before owning large pieces of day-to-day operations. Introduced agile development principles, streamlined deployment processes, managed client relations, wrote code, designed bespoke education management systems, introduced brand guidelines, assisted in development of business plan, helped secure external funding, secured new business, and much more.

EDUCATION

University of Michigan
M.S., Information (UX)

Coursework in user experience design, visual design, graphic design, contextual inquiry, consulting, qualitative analysis, human-computer interaction, python, social factors, theory, & more.

Michigan State University
B.S., Political Science

Coursework in political theory, constitutional democracy, sociology, social anthropology, data visualization, quantitative research, urban planning, development, & more.

SKILLS

Basic code (HTML, CSS, JS, Python, etc.), Design Systems, Information Architecture, Research, Survey Design, Design Critique, Systems Thinking, Figma, Protopie, Interaction Design, Prototyping, Discovery