Bradley T Roth

bradleytroth@gmail + bradleytroth.com

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, 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

The Home Depot/MAUAtlanta

Senior UX Designer 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 was the lead designer on all my efforts at Home Depot.

It was recently reported the sales lift on my first project was nearly $800M on a ~$2M design effort.

MasterCardNew York City

Experience Design Leader June ‘15 - August ‘17

At MasterCard I worked to streamline their 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.

IsobarNew York City

Senior User Experience Designer 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.

BloombergNew York City

Student Intern/Consultant 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 LifeCentral 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 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 Sketch

Prototyping Indesign

User research