

Bradley T Roth

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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/MAU

Senior UX Designer

Atlanta

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.

MasterCard

Experience Design Leader

New York City

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.

Isobar

Senior User Experience Designer

New York City

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.

Bloomberg

Student Intern/Consultant

New York City

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 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 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

Tools

Sketch

Indesign