

# benjamin roth

user experience  
research & design

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## EXPERIENCES

### xSoTec / Product Manager, Developer, Designer

June 2020 - Present / Philadelphia (remote)

Managed agile development and deployment cycles. Carried systems from concept to deployment through prototyping, stakeholder interviews, design, development, and testing. Established brand identity guidelines. Handled administrative responsibilities including personnel management, marketing, client relations, and planning.

### City of Lansing / Citizen Interaction Design

August 2020 - December 2020 / Lansing

Conducted semi-structured interviews, surveys, and market research to understand Lansing's needs. Recommended design solutions to encourage greater citizen engagement within the circumstances unique to Lansing. Presented findings to a conference of interaction designers.

### Matthaei Botanical Gardens / UX Design

January 2020 - April 2020 / Ann Arbor

Evaluated usability of MBGNA's website through semi-structured interviews, competitive analysis, surveys, heuristic evaluation, and usability testing. Synthesized findings and developed information architecture to inform future development.

### Success Academy / 5th Grade Science Teacher

July 2018 - August 2019 / New York City

Achieved test scores within the top 15% of all SA schools as a first-year teacher. Awarded *rookie of the year*.

## EDUCATION

### University of Michigan

Master of Information Science, UX

August 2019 - April 2021 (exp) / GPA 4.0

Coursework in design, prototyping, consulting, qualitative analysis, human-computer interaction, programming, social factors, theory, & more.

### Michigan State University

Bachelor of Science, Political Science

August 2014 - May 2018 / GPA 3.6

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

## SKILLS

Tools / HTML • CSS • Python • Javascript  
React Native • Excel • Google Sheets • Google  
Scripts • Data Studio • SQL • R • Qualtrics  
Figma • Indesign • Sketch • XD • Photoshop  
Illustrator

Prototyping / Paper/Low-fi/High-fi prototypes  
Wireframing • Personas • User Flows • Journey  
Mapping • Brainstorming, • Value Propositioning

Research / Contextual Inquiry • Needfinding  
Stakeholder & User Interviews • A/B Testing  
User Testing • Survey Methodology • Heuristic  
Analysis • Affinity Walls