

Ben Roach UX Design Leader

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Experience

UX Manager

Google | March 2019 – Present

As the founder of the Alphabet Security UX team at Google, I have played a key role in defending against the world's most sophisticated threats from hackers, malicious insiders, and nation-state attacks. I started as an IC team of one, but have since grown the group to 21 individuals (9 directs) across UXD, UXR, PgM, and Writing. I've grown our portfolio to 20+ security products and my responsibilities include developing and implementing strategy, defining vision, advocating for resource investment, and fostering an inclusive team culture.

Principal UX Designer

Amazon | July 2015 – April 2019

At Amazon, I focused on designing data-driven solutions for hundreds of millions of customers worldwide. I combined hands-on experience with leadership skills and successfully designed, tested, and launched dozens of features for Amazon's retail website and mobile apps (iOS, Android) resulting in a nearly \$1B incremental revenue increase.

Senior UX Designer

SapientNitro | July 2014 – July 2015

I led mobile design for Fiat Chrysler Automotive brand websites: Jeep, Dodge, Chrysler, Ram Trucks, and Fiat USA. My focus was on delivering user-centric, data-driven solutions and I worked closely with cross-functional teams to ensure designs were aligned with client and business objectives and user needs.

More at [linkedin.com/in/benroachdesign](https://www.linkedin.com/in/benroachdesign)

About

I am a seasoned design leader with a solution-oriented mindset when it comes to tackling challenging problems. I am proud of my individual work and skills, but thrive in a team-oriented, collaborative, and diverse environment where we can push boundaries and exceed expectations. My experience encompasses a wide range of design projects, from complex tools used by niche user groups to globally scalable systems.

I have a solid understanding of business operations and the ability to leverage strategic design to create a competitive advantage for organizations. As a hands-on designer, I understand the importance of crafting excellent user-centric designs that effectively communicate the intended user experience.

Education

University of Wisconsin-Milwaukee

BFA Graphic Design

Professional Awards

1x Google Core Tech Impact Award (2022)

2x US Patent (2017, 2018)

5x JD Power Automotive Awards (2015)

2x Interactive Emmy Awards (2013, 2014)

1x SXSW Digital Gold Award (2014)

1x Chicago Innovation Award (2013)