Ben Roach

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Summary

UX leader who still builds. 17 years designing products and leading design teams, most recently as the founding leader of Google's enterprise Privacy, Safety & Security UX organization, which I grew from one person to 32 across nine locations. Wrote the AI strategy and principles for that organization, then rebuilt the team to deliver on it: hired its first UX engineers, trained everyone to prototype in code, and replaced written specs with working prototypes. Outside work I ship my own products with Claude Code, including an iOS app at 5.0 stars on the App Store and a community site with 7.8K monthly users.

Focus: AI product design, design and UX engineering leadership, 0 to 1 teams and products, trust and safety.

Tools: Claude Code, Antigravity, Figma, Framer, Xcode, Next.js and Tailwind, Vercel.

Experience

Google | Chicago | 2019 to present

Founding member and leader of the Privacy, Safety & Security (PSS) UX organization, which protects the data of roughly 4.5 billion users. Manage three UX managers and the UX engineering team, restructured from a flat org of up to 17 direct reports; report to the UX Director.

Senior Staff UX Manager, Privacy, Safety & Security (2024 to present)

- Wrote the AI strategy and four design principles (useful, trustworthy, responsible, explainable) for enterprise PSS with my research lead. Took them to VPs and senior directors; several OKRs were elevated to near Google-wide, shaping an organization of roughly 8,000 people outside my reporting line.
- Rebuilt the team around people who build what they design: moved open headcount to UX engineers (0 to 6) and now hire builders into design roles.
- Started and taught a biweekly AI upskilling program on prototyping and development environments. Team-wide AI tool adoption went from 34% to 100% in three quarters.
- Standardized the team on Antigravity ahead of Google's full adoption, and had UX leads rebuild each product as a working, one-to-one clone with the design system built in. Prototypes replaced written specs, and alignment on what to build dropped from months to weeks. Almost nobody on the team works in Figma anymore.
- Created the AI Impact Framework with a researcher and content strategist to score proposed AI work on user value, business value and feasibility, giving teams a reasoned way to say no.

- Sponsored a UX engineer's proposal for a secure sandbox where non-engineers ship working code to production, and did the organizational work to get it funded.
- Mobilized 45+ people across 10 teams, most outside my org, to deliver an identity architecture for AI agents acting over company chat in five weeks, tying every request to a verified person and device.
- Set the conditions for an AI triage agent that ran assistive-only until precision reached ~97%, then earned autonomy. It now resolves 15 to 17% of the security investigation queue with a 90-day human verification gate.
- Co-authored the three-year UX vision for Google's Security & Privacy Tools and secured executive funding for it.
- Led UX for 2024 US election auditing tools and EU Digital Markets Act compliance features.
- Integrated multiple UX teams through multiple major reorgs using the "Way We Work" operating framework; hold twice-weekly open critique blocks to keep a dispersed team connected.

Senior UX Manager, Privacy, Safety & Security (2021 to 2024)

- Established UX as a strategic partner on the organization's first LLM-powered features, which delivered a 51% efficiency gain for Detection & Response analysts conducting investigations.
- Doubled portfolio scope from 20 to 40 products by expanding into Privacy and Data Protection.
- Grew the team from 1 to 32 people across nine locations (US and Europe) before the UX Director arrived in 2025. 19 of 21 direct reports still on the team; 18 promotions in my reporting chain; 100% positive annual manager survey.
- Google Core Tech Impact Awards (2022, 2023, 2024) and "Outstanding Impact" ratings.

Google.org UX Design Fellow, Ukrainian War Response, International Rescue Committee (2022)

- Defined end-to-end UX for a humanitarian aid platform that reached 5.5 million refugees and now serves 85 million people globally across 20 countries.
- Designed a reusable platform architecture that cut the IRC's new-site deployment time from months to under a week.
- United Nations SDG Connect Award (2023) and Schwab Social Entrepreneurship Award.

Senior Interaction Designer and Manager (2019 to 2021)

- Founded Google's first enterprise security UX team as its sole designer; scaled it to 10 and defined the operating processes that still run the team.

Independent builds (AI Lab) | 2025 to present

Products I design and build myself with AI, from concept to shipped software.

- **LiveVault (iOS):** Founder of LiveVault App, LLC. AI-guided daily listening from the Internet Archive's live concert collection; the "Guide" generates a listening companion for each show. Shipped on the App Store, 5.0-star rating.

- **Leadership Folios (web):** Curated, annotated showcase of design leadership portfolios at leadershipfolios.com. Built and launched in under a day; 7.8K monthly active users, 33 featured leaders, dozens of inbound submissions, and a launch post with 66K impressions.
- **HomeOps (agent):** A chief-of-staff agent for a family of five that manages household operations, calendars and logistics.
- **GTO Poker (macOS):** Solver-grade pre-flop poker trainer as a native macOS app, designed and shipped in two days.

Amazon | Seattle | 2015 to 2019

Principal UX Designer, Global Search & Discovery

- Owned the Search CX design vision and the modular component system that enabled Amazon's shift to a content-rich shopping experience, while managing a small design team.
- Designed a recommendation engine that now appears in over 80% of Amazon searches and contributed $1B+ in incremental annual revenue.
- Led strategy and design for the mobile Prime Toggle, which increased filter usage 400% and unlocked $100M+ in annualized revenue.
- US Patent 10,895,961, "Progressive information panels in a graphical user interface" (2021).

Publicis Sapient | Chicago | 2014 to 2015

Senior UI Designer

- Designed responsive, multi-brand web experiences for FCA (Jeep, Fiat and sister brands) on a shared platform.
- Won five JD Power web awards across all five FCA brands.

Suite Partners | Chicago | 2010 to 2014

Design Director

- First design hire at a fast-growing agency; built and led the design department and its creative process for clients including Nike, National Geographic, McDonald's and Harley-Davidson.
- Two Interactive Emmy Awards and a SXSW Digital Gold Award.

Education and community

- BFA, Graphic Design, University of Wisconsin–Milwaukee
- Mentor, ADPList
- Curator, Leadership Folios