Michael Sarcone-Roach

msarcone@gmail.com www.msrux.com (703)795-2427

Experience

Ironpaper (2015-Present)

UX Designer/Digital Marketer

Part of many teams launching products, websites, mobile apps. Also responsible for marketing initiatives and reporting.

Canvs (2015)

UX Designer

Reduced time-to-value for current user personas by redesigning site navigation and mobile experience. Ensured smooth growth into new markets through user research and stakeholder interviews.a

Time for a Walk (2009-2014)

Administrator

Part of a team of three, responsible for coordinating 60-65 employees and over 2,000 clients. Payroll, scheduling, training, marketing, everything-ing.

McEnearney Associates (2009-2013)

Administrative Assistant

Assisted one of the top selling residential teams in the area. Designed brochures, wrote marketing copy, regularly interfaced with clients.

Education

Education General Assembly (June-August 2015)

User Experience Design Immersive Completed the 10-week intensive UX course and taught seminars on advanced prototyping tools.

Guilford College (2004-2008)

Political Science & Sculpture, B.A. Undergraduate degree focused on environmental policy and furniture design.

Tools

Axure
Sketch
Adobe CC
HTML5/CSS3
InVision
Hype

Management

Mixpanel
Google Analytics
Trello
Quickbooks
Teamwork
Basecamp

Other Skills

Woodworking Metal working Furniture Design