Michael Sarcone-Roach UX/UI

www.msrux.com
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UX Researcher / Digital Marketer

Ironpaper *NYC, Sept 2015 - Present*

- Launching products, websites and mobile apps
- Leading marketing initiatives, UX research, information design and client reporting
- Clients include CrossFit, Flatrate Moving, Nokia, LendKey, BCNY, H_2O.ai

Guest lecturer CUNY MBA program

2015

IxD **UX**

UX / Interaction Designer

Freelance *NYC, Sept - Oct 2015*

Canvs

- Reduced time-to-value for current user personas
- Redesigned site navigation and mobile experience

General Assembly
User Experience Design
Immersive Program

2014

Operations

Time For a Walk *DC, 2009-2014*

- Coordinated 60-65 pet care employees and over 2,000 clients
- Payroll, scheduling, training, marketing, everything-ing

Furniture displayed in gallery

Design

Furniture Designer

Freelance *2008-Present*

- Designing and building furniture with wood and steel
- Focusing on HCD and architecture

Guilford College
B.A. Political Science
Sculpture

2008

Operations **Marketing**

Real Estate

McEnearney Associates
DC, 2001-2009

- Assisted one of the top selling residential real estate sales teams in the area

Management Tools:
- Google Analytics (certified)
- Hubspot (certified)
- Quickbooks
- Teamwork
- Basecamp
- Trello
- WordPress

Desgin Tools:
- HTML5/CSS3
- Axure
- Sketch
- Adobe CC
- InVision
- Hype
- Keynote