

# Michael Sarcone-Roach

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(703)795-2427  
Brooklyn, NY

## UX Designer & Growth Strategist

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### Work Experience

#### Freelance Growth Marketer - Parsec.tv

*September 2017*

Researched and created growth marketing plans, executed content marketing initiatives and outlined long term user acquisition strategies.

#### UX Researcher / Digital Marketer - Ironpaper, Inc.

*August 2015 - June 2017*

Lead agency UX research, competitive analysis, information design and client reporting processes. Created user-focused strategies for validating websites, marketing campaigns and apps. Continuously iterated on concept models through user testing. Managed projects across design, development and marketing to ensure cohesive products and stakeholder satisfaction.

Clients included: CrossFit, FlatRate Moving, Nokia, LendKey, BCNY, H2O.ai, Classroom, Inc., Hexagon MI, MyCheck, FixtHub, NYXT, Unpakt

#### Freelance UX Designer - Canvs.tv

*September 2015*

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.

#### Operations Manager - Time for a Walk, Inc.

*August 2009 - November 2014*

Coordinated 60-65 pet care employees and over 2,000 clients. Managed payroll, scheduling, billing, training, marketing.

#### Operations Manager - McEneaney Associates

*February 2008 - November 2009*

Assisted one of the top selling residential real estate teams in the area. Designed brochures, wrote marketing copy, held open houses and regularly interfaced with clients.

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### Education

User Experience Design Immersive Program - General Assembly 2015  
B.A. Political Science & Sculpture - Guilford College 2008

