Michael Sarcone-Roach

User Experience Designer

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Work Experience

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 include: 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 - McEnearney 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.

Education

User Experience Immersive Program General Assembly 2016

B.A. Political Science & Sculpture Guilford College 2008

Skill / Tools

User Research
Critical Thinking
Surveys
Interviews
Group Facilitation
Remote Testing
Google Analytics
Mixpanel

Prototyping
Axure
Framer
inVision
Hype
Unity

Design
Pen & Paper
Sketch
Adobe CC
HTML/CSS
JS/JQuery

Management
Trello
OOUX
Basecamp
Teamwork
Quickbooks

Other Skills
Woodworking
Metalworking
Furniture Design