

Michael Sarcone-Roach

msarcone@gmail.com

www.msruv.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.

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.

McEneaney 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