

# Michael Sarcone-Roach

# UX Designer

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MSRUX.com

## Experience

**Canvs.tv** (2015-Present)

**UX/UI Designer** (Consultant)

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** (In-Home Pet Care)

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** (Residential Real Estate)

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

## 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.

## UX Skills

Prototyping  
Interaction Design  
User Research  
Content Strategy  
Persona Creation

## Tools

Axure  
Sketch  
Adobe CC  
InVision/Balsamiq  
Hype  
Pop/Marvel  
HTML5/CSS3  
Unity/Sketchup

## Management

Mixpanel  
Google Analytics  
Trello  
Quickbooks

## Other skills

Woodworking  
Metalworking  
Furniture design