

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