

Michael Silvestre

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About

I'm a Product Designer that thrives on understanding people's stories and creating experiences around their needs. I embrace complex problems through empathy, technology and understanding.

Education

Carnegie Mellon University

Masters of Human-Computer Interaction
August 2020

University of Southern California

B.A., Political Science
May 2013

Skills & Tools

Research Methods

Contextual Inquiry
Heuristic Evaluations
Think Aloud Protocol
Speed Dating
Usability Testing
Experience Prototyping
Customer Journey Maps
Affinity Diagramming
Digital Prototyping
Physical Prototyping

Languages

HTML
CSS
Javascript
React

Tools

Figma
InVision
Tableau
Photoshop
Illustrator

Experience

UX Research and Design Lead

Honda R&D of the Americas / MHC Capstone

Exploring technology to increase value of insights derived during research phase of projects.

Office Manager

Lemon Creek Tires / Aug 2016-March 2018

Directed daily operations—resolved customer satisfaction issues, provided phone support, acted as a liaison between service writers, mechanics, and customers.

Led hiring and onboarding initiatives of new employees, including posting job listings, interviewing candidates, and filling out proper new hire documentation.

Overhauled social media presence and strengthened Yelp account to generate leads with younger car owners.

Community Team Lead

JumpStart / Jan 2015 - Nov 2015

Developed brand identity and promotional strategy across social platforms for JumpStart, Math Blaster, and World of Madagascar products.

Utilized weekly brand engagement metrics to inform new content; compiled and summarized trend findings into PowerPoint presentations for Board members and supervisors.

Collaborated with Customer Support and Product Teams to identify and resolve issues with in-game glitches and customer account issues.

Marketing Assistant

Chromatik / Aug 2013 - Jan 2015

Oversaw Facebook, Youtube, and Pinterest communities and developed social campaigns that increased total community impressions by over 15%.

Executed social marketing campaigns for Tune of the Day features and implemented media campaigns with sponsors including Berklee School of Music and Apogee.