

# Michael Silvestre

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## About

I'm a Product Designer with a passion for navigating ambiguity through human-centered design. Seeking roles in cross-functional teams where I can blend my skills in research and design.

## Education

### Carnegie Mellon University

Masters of Human-Computer Interaction  
August 2020

### University of Southern California

B.A., Political Science  
May 2013

## Skills & Tools

### Methods

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

### Languages

HTML  
CSS  
Javascript  
React

### Tools

Figma  
Sketch  
InVision  
Tableau  
Photoshop  
Illustrator

## Experience

### Product Designer

#### Honda R&D (Masters Capstone) / Jan 2020-Aug 2020

*Eight month end-to-end design project in collaboration with Honda R&D Americas to create a tool that would help User Researchers and Design Thinking Practitioners develop innovative findings that are tightly connected to their research.*

Designed sketches, wireframes, and user flows at various stages of design process based on user feedback.

Constructed research protocols for testing and validating prototypes, flows, and user needs.

Built user personas based off user interviews to help facilitate conversations around project with internal and external stakeholders.

### 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.

### Marketing Coordinator

#### JumpStart / Jan 2015 - Nov 2015

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

Led creation of marketing assets across social media and web in accordance with brand identity, and created a sustainable template system.

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%.

Recorded and analyzed Facebook, Google, and YouTube analytics through Excel spreadsheets, used data from A/B testing to optimize paid digital strategies for product's launch.