

# Pascal Mercier

mercier.pas@gmail.com • +33 (0)6 15 19 51 62 • <https://pascalmercier.info> • Toulouse, FR

I lead and facilitate the design and development of digital products to solve organizations' most critical challenges uncovered through human-driven insights. With 10+ years of experience across engineering, design and research, I'm passionate about solving pains with simple yet scalable solutions and compelling user experiences.

## WORK EXPERIENCE

### Senior Manager, UX Strategy

Salesforce

Feb 2024 – Present

Remote, Toulouse, FR

Influence Salesforce sellers global operations with research and insights.

- Drive global seller experience enhancements through strategic research and data-informed recommendations.
- Uncover operational inefficiencies via cross-functional studies, enabling targeted improvements to seller support programs.
- Advise senior leadership with insights that shaped scalable sales strategy and execution globally.

### Team Lead, UX Insights

Salesforce

Feb 2021 – Feb 2024

Remote, Toulouse, FR

Lead UX research & insights initiatives of an internal product team that supports the creation of self-service apps and tools for Solution Engineers.

- Align team to execute on cohesive vision with Design Thinking approach.
- Support UI/UX designers with research insights to help making educated decisions.
- Establish scalable and standard research methods and tools.

### Principal UX Engineer

Salesforce

Feb 2018 – Feb 2021

Remote, Toulouse, FR

Lead User Experience both from a design and a technical perspective by streamlining the problems and processes across Salesforce global distribution.

- Drive cross departmental user research for internal sales tools and productivity utilities.
- Define product strategy in alignment with business and UX goals respecting technical constraints.
- Enable global distribution with product content and marketing communication.

### Senior UX Engineer

Salesforce

Mar 2015 – Feb 2018

Remote, Toulouse, FR

Empower internal sales teams with tools, methods and development frameworks to support the rapid scale of the strategic innovation and uplift Salesforce revenue.

- Create communication materials to promote the use of the value selling internal methodology.
- Design and build of an internal content curation platform on Force.com.
- Revamp tooling architecture to match industry standards and enable for greater scalability.
- Standardize solutions UI/UX to company standards through the adoption of Salesforce design system.
- Reduce front end development process by introducing an internally open source prototyping framework.

### Ignite Senior Technical Lead

Salesforce

Nov 2012 – Mar 2015

On-site, Paris, FR

Bring UX and technical expertise in the strategic innovation team – Ignite. Our mission is to help our most important customers put their customer company vision into shape through ideation workshops.

- Facilitation of strategic innovation workshops.

- Design and prototype the customers' strategic visions crafted during workshops.
- Design and build a native iOS app connected to a Force.com back-end to improve collaboration of the Salesforce executives attending the WEF annual meeting at Davos.
- Development of responsive websites on Force.com and Heroku to enable the sales organisation with consistent business data and UX/UI guidelines.

### Sales Support Engineer

Salesforce

Jan 2011 – Nov 2012

On-site, Dublin, IR

Support key deals by creating demo assets and providing technical expertise in the pre-sales organisation.

- Development of a secure iOS apps distribution platform in Ruby on Heroku and Amazon Web Services for internal use.
- Build and delivery of Salesforce events stage demos to showcase the art of the possible.
- Direction and creation of demo visuals for promotional videos.

### UX/UI Developer

Thales Alenia Space

Sept 2008 – Aug 2010

On-site, Toulouse, FR

R&D in user experience for ground stations of satellites command centers. The key challenges were to move from mainframe infrastructures to distributed applications that communicate via web-services and step-up the usability of UIs.

- Research in user needs and technical specificities.
- Build prototypes to integrate a Java/JEE back-end with Adobe Flex and Google GWT front-ends.
- Construction of a cross-department icons library to minimise the use of fraudulent resources and standardize overall look & feel.

## EDUCATION

---

### Master degree, Business Systems Engineering

Toulouse Université 2

2005 – 2010

Toulouse, FR

Specialized in project management, combining technical and UX skills with organizational competencies through a two-year work-study program.

## CERTIFICATIONS

---

### Professional Scrum Master™ I (PSM I)

Scrum.org

Issued Dec 2023

### Salesforce Certified Strategy Designer

Salesforce

Issued Jan 2024

### Salesforce Certified User Experience Designer

Scrum.org

Issued Dec 2021

## PATENTS

---

### Systems and methods for secure data transfer between entities in a multi-user on-demand computing environment

Granted May 2021

Designed the approach for secure metadata transfer between Salesforce tenants, enabling reliable extraction and deployment of datasets across origin and destination orgs.

### System and method for updating infographics based on multiple online social networks

Granted Nov 2016

Architected and developed a system for dynamically updating infographics by aggregating and analyzing data from multiple social networks, enabling real-time, data-driven visual content delivery.