

Michael Sarcone-Roach

UX Designer & Growth Strategist

msarcone@gmail.com
www.msru.com
(703)795-2427
Brooklyn, NY

Work Experience

Freelance Growth Marketer - Parsec.tv

September 2017

- Created digital video content.
- Created and presented growth marketing strategies to internal stakeholders and Executive team.

UX Researcher / Digital Marketer - Ironpaper, Inc.

August 2015 - June 2017

- Lead user research for marketing agency, clients include: Crossfit, Flatrate Movers & Nokia
- Analyzed user requirements through use-cases and user-flows
- Partnered with business analysts to create design for B2B & B2C products
- Collaborated with Engineering to create specs
- Created mock-ups, wireframes and experience maps to articulate vision, dependencies, and designs
- Project managed multiple accounts simultaneously
- Created, scheduled and facilitated branded content meetings with external stakeholders

Freelance UX Designer - Canvs.tv

September 2015

- Lead user research & stakeholder interviews
- Redesigned app navigation for improved time to value using prototyping and user testing

Operations Manager - Time for a Walk, Inc.

August 2009 - November 2014

- Managed billing for over 1500 clients for one of the largest pet-care organizations in DC
- Coordinated schedules for 60-65 pet care employees
- Managed payroll
- Onboarded and trained 30+ employees on customer service, customer retention, and customer satisfaction
- Answered customer calls and general emails

Operations Manager - McEneaney Associates

February 2008 - November 2009

- Assisted one of the top selling residential real estate teams in northern Virginia & DC
 - Designed brochures & wrote marketing copy
 - Held open houses and regularly interfaced with clients
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Education

User Experience Design Immersive Program

General Assembly 2015

B.A. Political Science & Sculpture

Guilford College 2008