

Michael V. Sanchez

Product Designer

917-750-9906

michaelsanchez.squarespace.com

michaelsanchez325@gmail.com

linkedin.com/in/michaelsanchez/

SKILLS

User Interviews, User Journeys, User Stories, Competitive Analysis, Surveys, Affinity Mapping, Personas, User Flows, Site Maps, Wireframing, Prototyping, Usability Testing, Interaction Design, Design Strategy, Product Strategy

TOOLS

Figma, Sketch, Adobe XD, Adobe Illustrator, Principle, Invision, Jira, SurveyMonkey, Usertesting.com, Optimizely, Unbounce, Google Suite, Microsoft Office

EDUCATION

General Assembly

June 2018 - August 2018

User Experience Design Immersive

January 2018 - April 2018

User Experience Design Course

Macaulay Honors College at City College of New York

August 2013 - June 2017

B.A. in International Studies and Journalism, 3.98 GPA.

Honors: *summa cum laude*,

Phi Beta Kappa, Skadden Arps

Legal Honors Scholar

VOLUNTEER

We The Future

Strategy & Research Lead

July 2020 - December 2022

INTERESTS

Creative Writing, Dungeons & Dragons, Martial Arts, Storytelling

EXPERIENCE

SmartAsset

Product Designer, September 2021 - Present

- Lead end-to-end product design process and manage portfolio of 20+ cross-platform products serving ~65 million monthly users (financial calculators, consumer funnel, B2B financial widgets, B2B portal, etc.).
- Manage junior designers, prioritize quarterly goals, and oversee projects with weekly stand-ups, critiques, and reviews for design and product team.
- Lead product design identity, develop design system, revise design documentation, and refine designer-to-developer handoff process.
- Pioneered new financial products and designed key updates to core SmartAsset experiences, increasing monthly user engagement and resulting in \$1,000,000+ in additional monthly revenue.
- Led product development and designed brand identity for our newly acquired product, DeftSales, facilitating a seamless integration into the existing SmartAsset experience.

UX Designer, January 2020 - September 2021

UX Intern, July 2019 - January 2020

General Assembly

UX Instructional Associate, July 2019 - March 2020

- Conducted 80+ hours of lessons in fundamental UX and product design skills to students as part of an instructional team.
- Provided a breakdown of foundational techniques, design guidance, class feedback, and career growth through 1:1 meetings with students.
- Led UX lectures in topics from design theory to practical applications.

Freelance

UX Designer, August 2018 - March 2020

Clients include Gatsby, 24/7 Competition, and Sardine

- Led team and solo end-to-end design processes for initial client MVPs.
- Created key deliverables including full research reports, product specs, user flows, UI components, and A/B prototypes of MVP designs.

See Thru

UX Designer, August 2018 - August 2019

- Spearheaded ideation and designs for key B2B website integration product for beauty e-commerce sites.
- Collaborated with developers on initial product launch and post-launch refinement of the multi-platform product experience.
- Championed user experience perspective during company pivot from a B2C iOS product to B2B website integration.