

# Michael Sparandara

UX Design Director  
San Francisco, CA

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## WORK EXPERIENCE

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**Fitbit** *Mar 2017–Present*  
*Director, User Experience (Devices)*

- Oversee the devices UX team (~25 people) at Fitbit which is comprised of wearables, services and device innovation
- Cross-functional collaborator working closely with UX Research, ID, R&D, Product and Marketing
- Streamlined team org, overhauled design critique and improved performance reviews process

**Fitbit** *May 2016–Feb 2017*  
*Design Manager*

- Established and led future innovation team focused on realizing new product strategy
- Led and supported multiple project teams working on features for next product release

**X (Formerly Google X)** *Apr 2014–May 2016*  
*UX Team Manager,*  
*Senior Interaction Designer*

- Led and managed the centralized UX team (interaction, visual, motion and prototyper roles)
- Established team process and defined artifacts
- Provided oversight on all projects and acted as design lead on key projects
- Led the effort to re-brand X, interfacing directly with the CEO, Director of Marketing and PR

**Punchcut** *Sep 2013–Mar 2014*  
*Design Director, Interaction*

- Directly responsible for leading, managing and mentoring the Interaction Design team
- Doubled the team size by leading a new hiring and recruitment process
- Provided director-level oversight on all client projects and act as design lead on key projects

**Punchcut** *Oct 2010–Aug 2013*  
*Associate Design Director,*  
*Senior Interaction Designer*

**floatlabs** *Apr 2011–Present*  
*Co-founder / Designer*

- Designer and creator of digital products
- Two person team goal is to have fun and experiment with new software design
- Responsible for visual and interaction design, product definition and strategy

**MarketTools** *May 2008–Jun 2009*  
*User Experience Designer*

**Nuance Communications** *Jul 2006–May 2008*  
*User Interface Designer*

## EDUCATION

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**Carnegie Mellon University** *Aug 2009–2010*  
*Master of Human-Computer Interaction*

- Project lead and client liaison for eight-month long capstone project with GE Healthcare
- Course work in HCI Methods, Interaction Design, Service Design, Industrial Design, Communication Design, and Ubi Comp

**Tufts University** *Sep 2002–May 2006*  
*Bachelor of Science, Computer Science*

- Cum Laude, Dean's List
- Academic Resource Center tutor in Computer Science and Engineering Psychology

## EXPERTISE

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- Expert ability in creating sketches, wireframes, flows, mock-ups, assets, vision pieces, detailed design documentation and rapid prototypes
- Strong user research skills ranging from ethnographic research to usability studies
- Well versed in a multitude of programming languages, libraries, and technologies including: HTML5, CSS3, JavaScript, jQuery, JSON, PHP, MySQL, Processing, Arduino, XML, and C/C++
- Extremely proficient with Sketch, Adobe Creative Suite, Google Drive and Office