Pascal Mercier

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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.