# 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** — **Feb 2024 – Present**
*Salesforce* — *Remote, Toulouse, FR*

Design solutions for Salesforce sellers global operations.

- 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** — **Feb 2021 – Feb 2024**
*Salesforce* — *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** — **Feb 2018 – Feb 2021**
*Salesforce* — *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** — **Mar 2015 – Feb 2018**
*Salesforce* — *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** — **Nov 2012 – Mar 2015**
*Salesforce* — *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
**Jan 2011 – Nov 2012**
*Salesforce*
*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
**Sept 2008 – Aug 2010**
*Thales Alenia Space*
*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
**2005 – 2010**
*Toulouse Université 2*
*Toulouse, FR*

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

## CERTIFICATIONS

### Conversation Design CxD1 & CxD2
*Conversation Design Institute*
*Issued Feb 2026*

### Salesforce Certified Strategy Designer
*Salesforce*
*Issued Jan 2024*

### Professional Scrum Master™ I (PSM I)
*Scrum.org*
*Issued Dec 2023*

### Salesforce Certified User Experience Designer
*Salesforce*
*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.