

MICHAEL TSAY

Product & UX Designer, Remote || www.michaeltsay.com

EXPERIENCE

LEAD PRODUCT DESIGNER & UX MANAGEMENT

F5, Inc. - Seattle, WA (Remote) || FT: 08/2020 - Present

- Products: Distributed Cloud, BIG-IP Next/Central Manager, F5 Policy Supervisor
- Transforming complex workflows into consumable UI designs and solutions.
- Collaborating with cross platform PM, engineering, and solution architects to deliver designs for implementation into customer facing on-premise and SaaS products.
- Creating and maintaining an enterprise design system supporting a hybrid environment

NGINX - Seattle, WA (Remote) || FT: 09/2020 - 10/2022

- Delivered wireframes and design solutions toward UI fixes and updates simplifying the end user workflows.
- Collaborating with PM, engineering and architects to deliver UI/UX wireframes.
- Products: NGINX Instance Manager, NGINX Management Suite, and NGINX App Protect

Pathmind.ai - San Francisco, CA (Remote) || FT: 05/2019 - 06/2020

- Collaborating with data scientists, engineers and developers defining AI workflows
- Creating and maintaining design system, components, and UX patterns
- Systems Thinking process toward business goals on AI and Reinforcement Learning

Skymind.ai - San Francisco, CA (Remote) || FT: 04/2019 - 01/2020

- Focusing on AI infrastructure and researching ML and Deep Learning workflows
- Facilitate the Design Thinking and UX Design process toward business development
- Transforming user patterns into consumable user interface engineering designs

Seattle Art Museum / Path With Art || Contract: 01/2019 - 04/2019

- Create an iOS web/mobile application for an art installation at Seattle Art Museum.
- Exhibition at Seattle Art Museum runs April 2019 - July 2019 with multiple galleries TBD.

Finack - San Francisco, CA (Remote) || FT: 07/2018 - 02/2019

- Focused on a transition from legacy systems into an infrastructure as code system.
- Delivered wireframes, high fidelity prototypes, and web app interface designs.
- Created style guides and templates to help in facilitation from end-to-end.

CONTACT

michael@michaeltsay.com

SKILLS

- UX Consultant & Strategist
- Product Design & Research
- Art Director & Producer
- Branding & Concept
- Wireframes & Prototyping
- Visual Design & Digital image
- Typography & Graphic design

TOOLS

- Figma, Lucid, Pen & Paper
- Adobe Creative Cloud
- GitLab, Jira, Aha!

EDUCATION

Art Center College of Design
Pasadena, CA - 2003, BFA

- Design
- Photography / Production
- Advertising / Marketing

General Assembly

Seattle, WA - 2018, Immersive

- User Experience Design

AnyLogic

Chicago, IL - 2020, Certificate

- Simulation software

Abacus.ai

Virtual - 2023/24, Certificate

- End-to-end MLOps / AI Agents

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UX CONSULTANT & STRATEGIST

Beauty Scripts - Seattle, WA || Contract: 03/2019 - 06/2019

- Collaborating between cross-functional teams to create a sustainable mobile-first product
- Define brand strategy direction and create design system toward a user-focused product
- Solving business needs with design thinking approach in alignment with the business goals

ART DIRECTOR, DESIGNER & PRODUCER

Freelance & Contract - Seattle, Los Angeles, NYC || 12/2003 - 09/2018

- Manage & lead design teams focusing on collaboration and design thinking framework.
- Developed and created prototypes, concepts, branding, and advertisements for clients.
- Production included project budgeting, graphic design, hiring crew and digital imaging.

Published Work & Clients:

Nordstrom	Warner Bros. Records	Seattle Met Magazine
Amnesty International	Rolling Stone Magazine	Macy's
Condé Nast Publications	Rip Curl Surf Company	O'Neill Surfboards

UX INSTRUCTOR & ADVISORY BOARD MEMBER

University of Washington, Seattle || FT: 09/2007 - 02/2008

Instructor, Information Architecture and Visual Design

- UI design, content strategy, information architecture, & the Design Thinking process
- Covered principles of multimedia design, digital imaging foundations and graphic design

Advisory Board Member

- Designed, reviewed and updated programs and courses to meet evolving demands for emerging technology

University of California, Los Angeles || FT: 05/2006 - 09/2006

Instructor, Web and visual design

- Best practices in UX design, UI layout, content creation and strategy
- Covered principles of color theory and typography