

MICHAEL TSAY

Remote || www.michaeltsay.com

EXPERIENCE

SENIOR USER EXPERIENCE DESIGNER

F5 - Seattle, WA || FT: 08/2020 - Present
[\[website \]](#)

- Transforming complex data and workflows into consumable user interface designs
- Collaborating with cross functional teams including PM's, engineers, and developers to deliver solutions toward user needs
- Creating and maintaining an enterprise design system for multiple platforms and brands

Pathmind - San Francisco, CA || FT: 05/2019 - 06/2020
[\[website \]](#)

- Collaborating with data scientists, engineers and developers defining AI workflows
- Logo design, creating and maintaining design system, components, and UX patterns
- Facilitate design process toward business goals focusing on AI and Reinforcement Learning

Seattle Art Museum / Path With Art || Contract: 01/2019 - 04/2019
[\[website \]](#)

- 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 || FT: 07/2018 - 02/2019
[\[website \]](#)

- 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.

UX CONSULTANT

Skymind.ai - San Francisco, CA || FT: 04/2019 - 01/2020
[\[website \]](#)

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

Bay Bridge Optometry - Oakland, CA || Contract: 10/2018 - 04/2019
[\[website \]](#)

- Website redesign - Identifying opportunities for improvement in UI and navigation with a focus on responsive web design.
- Design recommendations and solutions through research and usability findings.
- Deliverables include clickable wireframes and interactive high-fidelity prototypes.

CONTACT

michael@michaeltsay.com

SKILLS

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

TOOLS

- Figma
- Adobe Creative Cloud
- GitLab

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, Certificate

- End-to-end MLOps

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UX STRATEGIST

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

[\[website \]](#)

- 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

[\[website \]](#)

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

- Lead teams focusing on design thinking with agile framework and workflow integration.
- Developed 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

- Covered principles of multimedia design, digital imaging foundations and graphic design.
- Website layout design, content strategy, best practices, colour theory and corrections.

Advisory Board Member

- Designed, reviewed and updated programs to meet evolving demands of specific fields.

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

Instructor, Web design and color theories.

- Best practices in web design, layout and content creation.
- Covered principles of color theory and typography.