

Michael Tsay

Multidisciplinary designer with over 10 years of experience, including enterprise multi-cloud SaaS (B2B/B2C), startups, and eCommerce. Focusing on collaboration with cross-functional team members, I have a proven track record of driving innovative design solutions in alignment with business goals and user needs.

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EXPERIENCE

M **Product Design Team Reviewer, UX Expert**
Mercor // San Francisco, CA (Remote-Contract) // 09/2025 - Present

- Providing expertise in UI/UX to improve models for top AI labs. UX design team data reviewer for AI training.
- Subject Matter Expert (SME) in AI-integrated SaaS experience and product development strategy.

C **Principal Product Designer - First Designer hire**
CarbonGraph.io // San Francisco, CA (Remote-Contract) // 11/2024 - 2/2025

- Platform: Gen AI/Chat feature, and Customer Journey Mapping. Marketing: Landing page re-design.
- Defined AI/LLM UX patterns and used AI tooling for iterations. Turned complex Life Cycle Assessment (LCA) modeling workflows and user feedback into consumable UI/UX patterns. (Claude.ai, Linear, Vercel)

F5 **Sr. User Experience Designer, Cross-Platform Security**
F5, Inc. // Seattle, WA (Remote-FTE) // 8/2020 - 11/2024

- Managed, interviewed, & mentored cross-platform designers. Led project initiatives & design reviews.
- Unified WAAP experiences across F5 products. Contributed and maintained multiple enterprise design systems. Delivered designs for B2B/B2C Multi-Cloud SaaS solutions and AI features. (Uizard, ChatGPT)
- Delivered design solutions and shipped the NGINX Instance Manager product from POC to GA within 6 months. Received 500k users within 3 months of launch, exceeding existing products.
- Awards: 2024 - [Best API Security Solution](#), SC Media 2023 - [Best Web Application Solution](#), SC Media
2024 - [Tech Cares](#), TrustRadius 2023 - [Overall-Products of the Year](#), CRN

Pathmind.ai **Founding Designer**
Pathmind.ai // San Francisco, CA (Remote-FTE) // 4/2019 - 6/2020

- Created a design system, developed UI/UX patterns for AI and Reinforcement Learning SaaS product.
- Managed cross-functional team members and led design reviews.
- Collaborated with data scientists and engineers to define AI workflows for ML and Deep Learning. Resulted in transformation of user feedback and research findings into consumable UI components.

Seattle Art Museum **Staff Product Designer**
Seattle Art Museum // Seattle, WA // 10/2018 - 12/2019

- Created an iOS web and mobile app for the [Hear Me Now](#) installation at the Seattle Art Museum.
- Collaborated with the [Path With Art](#) organization for an exhibition at the Seattle Art Museum from April 2019 thru July 2019, and toured in multiple US galleries into 2020.

MudBay **Team Manager**
MudBay, Inc. // Seattle, WA (FTE) // 2/2013 - 10/2016

- Led a team of 12+ supporting company initiatives, including event planning and marketing strategy, resulting in exceeding monthly sales goals. Created & maintained same day local delivery strategy.
- Created & maintained social media account guidelines, templates, and resulted in record opening sales.
- Supported company growth by opening 11 store locations throughout the Pacific Northwest and opening their first adoption center in Seattle.

Nordstrom **Art Director**
Nordstrom // Seattle, WA (FTE) // 2/2012 - 3/2013

- Managed and led a digital creative team of 16+ individual contributors and managers producing and delivering feature contents and visual designs.
- Created and updated content for low-selling products resulting in 250,000 new units sold over a weekend. Defined brand strategy direction and visual design iterations for a customer-focused product.

WORK SAMPLES

Links:

- AI/LLM Feature
[\(Platform\) CarbonGraph / LCA Modeling](#)
- Based on user research findings and SME's:
[\(Platform\) IT SaaS](#)
- Usability Testing & Design Studio Method:
[\(Mobile\) Payment Application](#)
- Explaining Information Architecture:
[\(Website\) Using a non-technical subject](#)
- Synthesizing data and feedback into UI:
[\(Mobile\) Application \(AITrails\)](#)

EDUCATION

Art Center College of Design

Pasadena, CA - BFA Degree

- Design
- Marketing / Advertising
- Production / Photography

Abacus AI

San Francisco, CA - Certificate

- LLM Ops Platform / AI Agents

General Assembly

Seattle, WA - Certificate

- User Experience Immersive Cohort

AnyLogic

Chicago, IL - Certificate

- Multi-method Simulation Software

SKILLS

- UX Research & Product Development
- Design Thinking & AI workflows
- AI integrated SaaS experiences
- Wireframing & Rapid Prototyping
- Consultant & Strategist
- Branding & Visual Design
- Team & Product Management
- Art Direction & Production

TOOLS

- ChatGPT, Claude.ai, v0
- Figma, Balsamiq, Adobe CC
- Jira, Miro, Lucid, Linear