


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




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.




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)




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




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.




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.



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.



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 Modleing](#)
 - 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 \(AllTrails\)](#)

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