**E X P E R I E N C E**

SENIOR USER EXPERIENCE DESIGNER

F5 - Seattle, WA || FT: 08/2020 - Present

[[ website ]](https://www.f5.com/)

• 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 ]](https://pathmind.com/)

• 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 ]](http://www.pathwithart.org/)

• 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 ]](https://finack.net/)

• 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 ]](https://skymind.asia/)

• 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 ]](http://www.baybridge2020.com/)

• 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.

**C O N T A C T**

[michael@michaeltsay.com](mailto:michael@michaeltsay.com)

**S K I L L S**

• UX Consultant & Strategist

• Art Director & Producer

• Product Design & Research

• Branding & Concept

• Wireframes & Prototyping

• Visual Design & Digital image

• Typography & Graphic design

**T O O L S**

• Figma

• Adobe Creative Cloud

• GitLab

**E D U C A T I O N**

**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

**E X P E R I E N C E**

UX STRATEGIST

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

[[ website ]](http://www.beautyscripts.com/)

• 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 ]](https://www.michaeltsay.com/art-director-photographer)

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.