

MICHAEL TSAY

Seattle, Washington || www.michaeltsay.com

EXPERIENCE

USER EXPERIENCE DESIGNER

Path With Art - Seattle, WA || Contract: 01/2019 - Present

- Create an iOS web/mobile application for an art installation at Seattle Art Museum.
- Features include: email entry and a comment section for visitors.
- Include background information and tell the story/journey of the artist.

Commure, Inc. - Boston, MA || Contract: 02/2019 – 03/2019

- Office/work space design – created a functional workspace for 12-18 employees including engineers, developers, and designers utilizing the ux design process.
- Module design approach with design recommendations customizable for growth.
- Final work area of 1062 sq ft for healthcare software company includes: main work area, zen den, hangout area, storage room, kitchen and 4 conference rooms (fully equipped).

Bay Bridge Optometry - Oakland, CA || Contract: 01/2019 - Present

- Website redesign - Identifying opportunities for improvement in UI and navigation.
- Conduct a design audit – analysing all visual elements and content for consistency.
- Design recommendations and solutions through research and usability findings.
- Deliverables include clickable wireframes and interactive high-fidelity prototypes.

Finack - San Francisco, CA || Contract: 07/2018 – 02/2019

- Developed an IT service web application with focus 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 towards an overall consistency in look and feel of the web application from onboarding to dashboard and features.
- Collaborated with front and backend developers, project manager and stakeholders.

PROJECT MANAGER & VISUAL DESIGNER

Hestia Home - Seattle, WA || Contract: 11/2018

- Created high fidelity clickable prototype, style guide and presentation deck design.
- Collaborated with team members to develop an iOS mobile payment app.
- Conducted daily check-ins, stand up meetings and weekly meetings to review progress.
- Created the project plan, SOW and work agreement with focus on the agile framework.

ART DIRECTOR & PRODUCER

Freelance & Contract - Seattle, Los Angeles, NYC || 04/2003 – Present

- Lead 10 -12 team members in photo shoots creating feature content.
- Production work ; project budgeting, leading creative teams, hiring crew and talent.
- Developed advertising concepts, storyboards, style guides and branding for clients.

Published Work & Clients:

Nordstrom

Warner Bros. Records

Condé Nast

Amnesty International

Rolling Stone Magazine

Macy's

Seattle Met Magazine

RipCurl Surf Company

JCPenney

CONTACT

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SKILLS

- User Research
- Interaction Design
- Synthesizing data
- Wireframes & Prototyping
- Visual Design
- Concept development
- Digital imaging
- Branding
- Graphic design

TOOLS

- Adobe Creative Suite
- Invisionapp
- Sketchapp
- Figma
- Omnigraffle
- Mac OS & PC Platforms
- Microsoft Office

EDUCATION

Art Center College of Design
Pasadena, CA – 2003, BFA
Photography & Advertising

General Assembly
Seattle, WA – 2018, Immersive
User Experience Design