MICHAEL TSAY

UI/UX, Product Design & Management - Remote || www.michaeltsay.com

EXPERIENCE

Sr. User Experience Designer
F5, Inc. | Seattle, WA - Remote | FT: 08/2020 - Present

- In 8 weeks, collaborating with cross-platform PM, engineering, and solution architects formulating phases in product release and strategizing a 2-year plan across organizations.
- I'm creating/maintaining multiple enterprise design systems and delivering designs for implementation for B2B/B2C SaaS products.
- Hiring, managing, and mentoring designers. Lead projects and design reviews.

Sr. User Experience Designer
NGINX | Seattle, WA - Remote | FT: 08/2020 – 10/2022

- Within 6 months, collaboration with cross-functional team members and delivering design recommendations based on user feedback, shipped the NGINX Instance Manager product from POC to GA. Resulted in over 500k users within 3 months exceeding existing products.
- Products: NGINX Instance Manager, NGINX on Azure, and NGINX App Protect

Founding Designer
Pathmind.ai | San Francisco, CA - Remote | FT: 04/2019 – 06/2020

- Collaborating with data scientists, engineers, and developers to define AI workflows
- Creating and maintaining design system, components, and UX patterns
- Systems Thinking process toward business goals on AI and Reinforcement Learning

Lead Product Design & UX Consultant
Skymind.ai | San Francisco, CA - Remote | FT: 04/2019 – 06/2020

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

Senior Product Designer
Seattle Art Museum (Path With Art) | Seattle, WA – Contract | FT: 01/2019 – 07/2019

- 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 US galleries.

Senior Product Design & Management
Finack | San Francisco, CA – Remote | FT: 07/2018 – 02/2019

- 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.

CONTACT

michael@michaeltsay.com

SKILLS

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

TOOLS

- Figma, Lucid, Pen & Paper
- Adobe Creative Cloud
- GitLab, Jira, Aha!

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 – 2023/24, Certificate

- End-to-end MLOps / AI Agents

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EXPERIENCE

Art Director
Nordstrom | Seattle, WA – Contract | FT: 03/2012 – 02/2013

- Managed creative team of 12+ producing feature content
- Define brand strategy direction and Visual Design iterations for a user-focused product
- Created content for low selling products resulted in 250,000 units sold over a weekend

Art Director, Designer, & Producer
Freelance & Contract | On-Location & Studio | 12/2003 – 09/2018

- Manage & lead design teams focusing on collaboration and design thinking framework.
- Developed and created prototypes, concepts, branding, and advertisements for clients.
- Production included project budgeting, graphic design, hiring crew and digital imaging.

Instructor & Advisory Board Member – Information Architecture & Visual Design
University of Washington, Seattle | FT 09/2007 – 02/2008

- Covered principles of multimedia design, digital imaging foundations and product design
- UI design, content strategy, information architecture, & the Design Thinking process

Advisory Board Member

- Designed, reviewed and updated programs and courses to meet evolving demands for emerging technology

Instructor – Web Design & Digital Imaging
University of California, Los Angeles | FT 05/2006 – 09/2006

- Best practices in UX design, UI layout, content creation and strategy
- Covered principles of color theory and typography

Work Examples & Processes

Demonstrating collaboration with user research results and stakeholders/SME's:
https://www.michaeltsay.com/finack

Using the Design Studio Method and User Testing:
https://www.michaeltsay.com/hestia-home

Using a non-technical subject to describe and explain Information Architecture to C-Suites/Execs:
https://www.michaeltsay.com/play-doggie-daycare

Synthesizing data into design recommendations:
https://www.michaeltsay.com/alltrails