

# MICHAEL TSAY

Multidisciplinary designer with over 10 years of experience, including startups, enterprise, remote, and freelance work. Focusing on collaboration with cross-functional team members, I have a proven track record of driving innovative design solutions and alignment with business goals.

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## EXPERIENCE



### Principal Product Designer

CarbonGraph.io // San Francisco, CA // 11/2024 - 1/2025

- Defined AI UI/UX patterns. Turned complex Life Cycle Assessment (LCA) modeling workflows and user feedback into consumable user interface and user experience patterns.
- Marketing: website re-design. Platform: Customer Journey Mapping and edge case explorations.



### Sr. User Experience Designer

F5, Inc. // Seattle, WA // 8/2020 - 11/2024

- Managed, hired, and mentored cross-platform designers. Led project initiatives and design reviews.
- Contributed and maintained multiple enterprise design systems. Delivered designs for implementation for B2B and B2C SaaS products.
- Awards: 2023, SC Media: [Best Web Application Solution](#) 2024, SC Media: [Best API Security Solution](#)  
2023, CRN: [Overall-Products of the Year](#) 2024, TrustRadius: [Tech Cares](#)



### Sr. User Experience Designer

NGINX // Seattle, WA // 11/2024 - 1/2025

- Collaborated with cross-functional team members. Delivered design recommendations based on user research and shipped the NGINX Instance Manager product from POC to GA within 6 months.
- Delivered UI designs for weekly updates and hot-fixes. As a result, the product received 500k users within 3 months of launch, exceeded projections and demands from previous products.



### Founding Designer

Pathmind.ai // San Francisco, CA // 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 scientist 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 // 4/2019 - 6/2020

- 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.



### Art Director

Nordstrom // Seattle, WA // 3/2012 - 2/2013

- Managed and led a digital creative team of 12+ individual contributors and managers producing and delivering feature contents.
- Defined brand strategy direction and design iterations for a user-focused product.



### Instructor & Advisory Board Member

University of Washington // Seattle, WA // 9/2007 - 2/2008

- Instructor - Information Architecture & Visual Design  
Covered principals of UI/UX design process and creating design systems.
- Advisory Board Member - University of Washington Seattle Campus  
Designed, reviewed, and updated programs and courses to meet evolving demands for emerging technology.

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## 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

- Wireframing & Rapid Prototyping
- User Research & Usability Testing
- Team & Product Management
- UX & Design Thinking Process
- Consultant & Strategist
- Branding & Visual Design
- Typography & Graphic Design
- Art Direction & Production

## TOOLS

- Figma, pen & notebook
- Adobe Creative Cloud
- Jira, Miro, Lucid

## LINKS

### Work Examples:

Based on user research findings and SME's:  
[IT SaaS Platform](#)

Usability Testing & Design Studio Method:  
[Payment Application](#)

Explaining Information Architecture:  
[Website \(using a non-technical subject\)](#)

Synthesizing data and feedback into UI:  
[Mobile Application \(AllTrails\)](#)