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 - 2/2025

- Defined AI/LLM 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: 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

Sr. User Experience Designer
NGINX // Seattle, WA // 08/2020 - 10/2022

- 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 // 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.

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.

- Created and updated content for low-selling products resulting in 250,000 new units sold over a weekend. Defined brand strategy direction and design iterations for a user-focused product.

Advisory Board Member & Instructor
University of Washington // Seattle, WA // 9/2007 - 2/2008

- Instructor - Information Architecture & Visual Design
  Covered principles 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.

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:

AI/LLM Platform Feature
CarbonGraph.io (LCA modeling)

Based on user research findings and SME's:
IT SaaS Platform

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)