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

UX CONSULTANT

Skymind.ai - San Francisco, CA / Remote || Contract: 04/2019 - Present

[[ website ]](https://skymind.ai/)

• Facilitate the design process toward business development.

• Focusing on AI infrastructure and machine learning workflows. Collaborating with data

scientists, engineers and developers aiming for business goals.

• Synthesizing data from user research. Identifying patterns into design recommendations.

UX STRATEGIST

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

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

• Collaborate with business management, tech and design teams creating sustainable

products and new features.

• Define brand strategy direction and create a design system to ensure business

management, tech and design teams remain aligned and user-focused.   
• Solving business needs with design thinking approach and maintain consistency in

the alignment with strategic goals of the business. 

Senior USER EXPERIENCE DESIGNER

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.

• Features include email entry, comments, and tell the story/journey of the artist.

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

[[ website ]](https://commure.com/)

• 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).

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

[[ website ]](https://finack.net/)

• 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.

**C O N T A C T**

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

323-356-1837

**S K I L L S**

• User Research

• Interaction Design

• UX Strategist

• Synthesizing data

• Wireframes & Prototyping

• Visual Design

• Concept development

• Digital imaging

• Branding

• Graphic design

**T O O L S**

• Adobe Creative Suite

• Invisionapp

• Sketchapp

• Figma

• Omnigraffle

• Mac OS & PC Platforms

• Microsoft Office

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

Art Center College of Design

Pasadena, CA – 2003, BFA

Photography & Advertising

General Assembly

Seattle, WA – 2018, Immersive

User Experience Design

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

USER EXPERIENCE designer

Bay Bridge Optometry - Oakland, CA / Remote || 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.

General Assembly - Seattle, WA || 09/2018 – 12/2018

[[ website ]](https://generalassemb.ly/)

• Quantitative & qualitative user research: interviews, synthesizing data, contextual

inquiries, and developing personas.  
• Information architecture: sitemaps, affinity mapping, user interactions, and wireframes.  
• Rapid prototyping: sketching, lo-fi / hi-fi prototypes, user testing & usability plans.  
• Visual design: creating style guides, hi-fi clickable prototypes, navigation elements.  
• Finalizing & delivering presentation decks, project briefs, case studies and business KPI's.

ART DIRECTOR, PRODUCER & PHOTOGRAPHER

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

Freelance & Contract - Seattle, Los Angeles, NYC || 12/2003 – 03/2018

• 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 Condé Nast

Amnesty International Rolling Stone Magazine Macy’s

Seattle Met Magazine RipCurl Surf Company JCPenney

UX INSTRUCTOR & ADVISORY BOARD MEMBER

University of Washington, Seattle || Contract: 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 || Contract: 05/2006 – 09/2006

• Instructor, B&W Photography - 35mm film, lighting techniques, printing and processing.

• Instructor, Web design & Digital Photography - Photoshop and colour corrections.