

Marcel Ray / Design Technologist

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SUMMARY

Savvy, resourceful and detailed design/creative technologist focused on rapid prototyping and simulation to explore innovative user experiences and technologies, with a particular interest in physical device interfaces, smart environments and interactive installations.

An eager and active participant in all stages of a project cycle—from ideation and needs assessment to design and development. Applauded by former coworkers for positive, collaborative attitude and for adding smiles to the office space with corny jokes.

SKILLS + TOOLS

JavaScript (TypeScript/AngularJS/jQuery), SCSS/SASS, cross-platform mobile development (PhoneGap/Cordova), Node.js, Socket.IO, Visual Studio, C#/.NET, PHP, git, SVN, UX design, design/motion integration, responsive design, rapid prototyping, Windows/macOS/Linux administration.

Working knowledge of: React JS, Raspberry Pi, Arduino, basic electronics.

EXPERIENCE

Technical Consultant and Contractor

(Various) ▪ Seattle, WA ▪ Nov 2015 to Present

Provide interactive development, prototyping, and/or technical guidance for various startups and large organizations including Microsoft, T-Mobile and The Audubon Society.

Senior Design Technologist

Amazon Go ▪ Seattle, WA ▪ Aug 2014 to Oct 2015

Spearheaded the design technology program for Amazon's innovative physical retail concept centered around a checkout-free shopping experience. Established rapid prototyping and “Wizard of Oz” environment simulation as invaluable mediums for design exploration and high fidelity testing of experiences that weren't yet technically possible. Collaborated regularly with VPs, researchers, engineers and other senior level members in influencing project direction.

★ Awarded an “Outstanding” performance review for my impacts, bestowed upon only the top 5% Design Technologists at Amazon.

Senior UX Prototyper (Contract)

Microsoft Band ▪ Redmond, WA ▪ Oct 2013 to Jul 2014

Collaborated with UX and UI designers on design and implementation of visual and UI flow explorations for Microsoft's new fitness wearable. Developed rapid UX prototypes and a high fidelity, end-to-end prototype which was critical for formal usability testing and presentations to senior-leadership before the hardware was capable of displaying the UI.

Senior UX Prototyper (Contract)

Microsoft Connected Car Team ▪ Bellevue, WA ▪ Sept 2012 to Oct 2013

Assisted UX and UI designers in brainstorming and rapidly prototyping design explorations and research hypotheses for next generation, in-car infotainment systems. Built out a high fidelity, custom driving simulator with system tools to aid prototypes in communicating with hardware controls (steering wheel buttons, touch screens, etc.) and simulator software statistics and data.

Interactive Developer & Technology Lead

Belle & Wissell ▪ Seattle, WA ▪ Jun 2010 to Aug 2012

I oversaw technical direction and development resources for building rich interactive exhibits and kiosks for clients like the EMP Museum (MoPOP), Vulcan, American Battle Monuments Commission, Milwaukee Art Museum and more. Responsibilities also included interfacing with clients and their technical staffs, designing and maintaining a kiosk development kit, and researching emerging technologies.

Lead API Designer (Contract)

Nintendo of America ▪ Redmond, WA ▪ Mar 2009 to Dec 2009

Flash Web Developer

Smashing Ideas, Inc. ▪ Seattle, WA ▪ Mar 2006 to Oct 2007

Flash Interface Developer (Contract)

Eastman Kodak ▪ Rochester, NY ▪ Dec 2004 to Feb 2006

Interactive Developer & Designer

Buck & Pulleyn ▪ Pittsford, NY ▪ Aug 2004 to Dec 2004

Flash Media Producer/Developer

Element K ▪ Rochester, NY ▪ Oct 2003 to Jul 2004

EDUCATION

B.S. in New Media: Interactive Development

Rochester Institute of Technology ▪ Rochester, NY ▪ May 2003