

# Marcel Ray / Design Technologist

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## SUMMARY

Exceptionally savvy, resourceful and detailed design/creative technologist focused on prototyping and simulating OEM device interfaces, interactive installations and smart environments.

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.

## HIGHLIGHTED SKILLS

JavaScript (TypeScript/AngularJS/jQuery), PhoneGap/Cordova, HTML5/CSS, UX Design, C#/.NET

## EMPLOYMENT

### Interactive Developer & Prototyper (Contract/Consultant)

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

Contractor and consultant for companies including Microsoft, T-Mobile and the The Audubon Society. Primary roles have included UX prototyping in HTML/JavaScript, production .NET development, and web application maintenance and support.

### Senior Design Technologist

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

Critical member of the research and design team working to create Amazon's revolutionary retail shopping experience centered around the vision of “Just Walk Out”. Directed the prototyping and “Wizard of Oz” simulation efforts and proved them to be invaluable mediums for design exploration and building realistic, testable experiences that weren't yet technically possible. These simulations and prototypes were used by senior leadership—including CEO Jeff Bezos—to (in)validate experiences throughout the design process.

### Senior UX Prototyper

Microsoft Band (Contract) ▪ Redmond, WA ▪ Oct 2013 to Jul 2014

Part of a small, start-up minded product design team. Collaborated with UX and UI designers on design and implementation of visual and UI flow explorations for the Microsoft Band. 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

Microsoft Connected Car Team (Contract) ▪ 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.

## Technology Lead

Belle & Wissell ▪ Seattle, WA ▪ Nov 2011 to Aug 2012

Oversaw technical direction and development resources for building rich interactive exhibits and kiosks for clients like the Experience Music Project, American Battle Monuments Commission, Milwaukee Art Museum and more. Responsibilities also included managing freelance development resources, designing and maintaining a kiosk development kit, and researching emerging technologies such as HTML5 and Adobe's AIR packager for iOS.

## Lead API Designer

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

Designed the Flash Lite API for official content providers and partners (including the BBC) to build custom apps with video playback for the Nintendo Wii. Utmost attention was paid to class simplicity and extensibility, including building a robust, AS3 inspired event model. All source was meticulously documented and beautifully formatted.

## Flash Web Developer

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

## Flash Interface Developer

Eastman Kodak (Contract) ▪ 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