

Marcel Ray

marcelray.com / mr@marcelray.com

Design technologist focused on helping creative teams quickly ideate, prototype, and test human-centered experiences across the digital/physical spectrum.

EXPERIENCE

Freelance / Technical & Design Consultant

NOV 2007 - PRESENT

Shorter-term contracts and freelance work between long-term engagements. Currently modernizing North Cascades National Park's permitting system by improving UX and data integrity of internal web-based point-of-service systems and building a publicly accessible backcountry availability tool on nps.gov using PHP, Python, MySQL, Bootstrap and jQuery per NPS guidelines.

Oculus Research / Design Technologist (Contract)

JAN 2018 - JUN 2019

Defined, prototyped, and tested multi-modal interactions in Unity and Unreal for the future of virtual and mixed realities. Built custom hardware prototypes, integrated engineering prototypes, and leveraged off-the-shelf AR/VR devices and hand tracking platforms. Developed higher fidelity experiential demos for internal symposiums and executive review.

Microsoft Hacking STEM Education / Design Developer (Contract)

MAR 2017 - OCT 2017

Led and executed the UX/UI design and C#/.NET development of the Microsoft Excel Data Streamer add-in used by STEM educators and students around the world to visualize real-time data from Arduino microcontrollers.

Amazon Go Store / Senior Design Technologist

AUG 2014 - OCT 2015

Spearheaded the design technology program and spatial prototyping processes for Amazon's innovative physical retail concept centered around a checkout-free shopping experience. Invented novel approaches for simulating and testing the store experience before it was technically possible.

Microsoft Band, Connected Car / UX Prototyper (Contract)

SEPT 2012 - JUL 2014

Collaborated with researchers and designers on the design and implementation of visual and UI flow explorations for cutting-edge consumer products. Rapidly developed prototypes of appropriate fidelity for usability testing, executive presentations, and engineering specs.

SKILLS + TOOLS

Rapid prototyping
Experience simulation
UX/UI design
JavaScript ES6, TypeScript
Node.js
Vue.js, React, Angular
CSS, LESS, SASS
Sketch, Adobe XD
WebSockets, Serial
Python, PHP
Cordova/PhoneGap
C#, .NET
Unity 3D
VR/MR/AR
Arduino, Raspberry Pi
Duct tape, super glue
Wizardry

ACCOLADES

Amazon

MAY 2015

Highest performance rating

EDUCATION

Rochester Institute of Technology

BS, New Media

magna cum laude

Belle & Wissell / Technical Lead

JUN 2010 – AUG 2012

Oversaw technical direction and development of interactive exhibits and installations for nationally and internationally recognized museums and environments.

Nintendo of America / API Designer (Contract)

MAR 2009 – DEC 2009

Designed the official Nintendo Wii Flash video API for content providers and partners—including the BBC—to easily support video playback on the Wii from other platforms.

Smashing Ideas, Inc. / Interactive Developer

MAR 2006 – OCT 2007

Eastman Kodak / Camera Interface Developer (Contract)

DEC 2004 – FEB 2006

Buck & Pulleyn / Interactive Developer & Designer

AUG 2004 – DEC 2004

Element K / Interactive Developer

OCT 2003 – JUL 2004