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

prototypi.co (Self) / Technical & Design Consultant
OCT 2015 – FEB 2017 / JUL 2019 – PRESENT

Early stage product design prototyping for digital/physical experiences. Currently working with Hyundai's autonomous vehicle initiative (Motional). Past projects/clients have included Netflix Interactive, Microsoft's Studio Alpha, and the National Park Service.

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

Partnered with researchers and designers on the design and implementation of visual and UI flow explorations for cutting-edge consumer products. Built custom, medium-to-high fidelity end-to-end experiences and protoypes using Angular, Node.js and jQuery for usability testing, executive presentations, and engineering specs.

SKILLS + TOOLS

Rapid prototyping
Experience simulation
Multi screen/device
UX/UI design
JavaScript ES6, TypeScript
Node.js
Vue.js, React
Framer
CSS, LESS, SASS
WebSockets, Serial
Cordova/PhoneGap
C#, .NET
Python, PHP
Unity 3D
VR/MR/AR
Arduino, Raspberry Pi

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