

EXPERIENCE

SENIOR DESIGNER

Dictum Health | *September 2014–March 2021*

- UX/UI/IXD/IA for two FDA-approved medical tablets: a clinical-level and a commercial-level, and two cloud-based companion portals, desktop and mobile versions.
- Worked with the CEO, VP of Product Management, and VP of Technology to create features and updates based on regulatory requirements, OEM partner updates, and customer feedback.
- Produced sitemaps, wireframes, user flows, prototypes, and style guides using Adobe Illustrator, Photoshop, XD, Sketch, Balsamiq, OmniGraffle, InVision, and Figma.
- Worked with developers to implement changes, updates, and new features. Provided production assets, style guides, and CSS suggestions as needed.
- Created and managed regulatory compliance documents, instruction manuals, user guides, and training materials.
- Created the identity and branding for all products, plus the parent company. As the sole designer I was responsible for all product, sales, and marketing materials from start to finish.
- Produced and maintained a library of product photography, stock photos, and marketing communication graphics.
- Managed technical document production for regulatory compliance, including writing, editing, working with a freelance technical writer and editor, and translation into French and Arabic.
- Managed social media channels. Worked with the Sales team to produce engagement campaigns, including Mailchimp contacts, landing pages, and email.
- Maintained marketing support relationships for resellers, including international partners.
- Created a Jira project to track customer complaints, including the workflow, conditional triggers, and custom fields for regulatory requirements.

UX/UI DESIGNER

Walt Disney Studios: Studio Technology | *July–August 2014*

- The team provided basic direction and design guidelines that I incorporated into a custom layout.
- Created concept layouts for the Android version of an iOS app.
- Worked remotely with the Product Manager to deliver experience, interaction, and visual concept layouts that the Disney team presented to their client.

GRAPHIC DESIGNER IV

Lawrence Berkeley National Laboratory | *January 2012–August 2014*

- Start-to-finish design and production of web and print projects for multiple scientific departments and research groups.
- Helped to establish design policies and best practices, UX process, and introduced new tools like Balsamiq and InVision.
- Created a flash-animated Christmas card that was part of the lab's year-end presentation.
- Designed display graphics for building installations.

UX/UI DESIGNER

Getsatisfaction.com | *February–May 2013*

- Helped to transition their desktop-based consumer product to a mobile-first responsive layout.
- Created wireframes and visual design comps for implementation by the development team.
- Worked closely with the product manager, UX director, and lead developer in a very Agile environment, on-site and remote.

FOUNDER AND CREATIVE DIRECTOR

Fridayarts, LLC | *September 2007–July 2014*

Fridayarts was a graphic communications and development company with the primary goal of supporting artists and the arts community.

- Branding and product development clients included Independent Distribution Collective, Bona Fide Games, Lumeroo Toys, Distortion+, and Cypress Semiconductor.
- UX/UI for Independent Distribution Collective's commercial website and customer portals, including a dynamic audio player.
- Designed and co-produced the iPhone game "Bona Fide Blackjack".

Ray Massie

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Hi, my name is Ray and I am a designer with extensive experience in both print and digital. I prefer a fast-paced, collaborative environment. I like clean, effective design and well-crafted user experiences. Grilled Cheese sandwiches are pretty awesome, too.

QUICK POINTS

- UX/UI/IXD/VxD/IA for two FDA-approved, HIPAA-compliant telehealth devices
- Created UX/UI concept for a digital magazine which resulted in 400% increase in both page views and clickthrus
- Designed and produced a game for iPhone
- Created and implemented processes and best practices for start-up teams
- Self-managed problem solver, often handling multiple concurrent projects from start to finish
- Experienced with Adobe Creative Cloud, Sketch, InVision, Figma, and Balsamiq

SPECIALTIES

User Experience Design

User Interface Design

Visual Design

Interaction Design

Information Architecture

Wireframes

Prototypes

Concepts

Strategy

Marketing Design

Typography

Lean UX

Agile UX

"Ray has an impressive body of visual and UI design work mixed with UX. His 'can-do' yet laid back attitude makes him ideal and I'd hire him again in a heartbeat."

—Sarah Berchild, Senior Manager of UX

Walt Disney Studios

DIGITAL PROJECTS ART DIRECTOR

Solutionset/Haggin Marketing | *January 2010–October 2011*

- Designed integrated promotional material for AT&T, Adidas, eBay, American Express, Dell, Radio Shack, and Nautilus, including email and newsletter templates, website banners, micro-sites, mobile sites, wireframes, prototypes, and style guides. Work was performed in Adobe Illustrator, Sketch, Balsamiq, OmniGraffle, InVision, and Figma.
- Worked with front-end developers to create custom interactions and effects using jQuery and Javascript.
- Worked with Strategy and Account teams to achieve success metrics.
- Helped print designers make the transition into the digital workspace, including creating best practices and guidelines.

PROJECT MANAGER, DIGITAL DESIGNER

Solutionset/Haggin Marketing | *August 2008–January 2010*

- Part of a special internal team that created custom software solutions for clients including AT&T, Radio Shack, Adidas, eBay, American Express, and Dell.
- Designed a desktop magazine experience used by AT&T to transition a print magazine to digital, resulting in a 400% increase in both page views and click-thrus over a “flipbook” experience.
- Created spotlight ads for eBay according to rigid display and file-size requirements.
- Developed and managed production schedules for projects.
- Acted as liaison between the developers and the account team.
- Worked with the account team to achieve the client’s marketing strategy and goal metrics.
- Produced sitemaps, wireframes, and prototypes.
- Created visual design elements as needed.

INTEGRATION & TRAINING ADMINISTRATOR

Solutionset/Haggin Marketing | *June 2007–August 2008*

- Produced training manuals and support material for custom internal software products.
- Created training materials and conducted training sessions for client employees.
- Created an employee training program that included online, classroom, and one-on-one instruction.
- Held monthly skill-building seminars for employees.
- Led a company-wide transition from Adobe CS3 to CS4 across five production teams.
- Documented team processes and protocols.

PRODUCTION MANAGER / ASSOCIATE PRODUCTION MANAGER / PRODUCTION ARTIST

Solutionset/Haggin Marketing | *July 2005–June 2007*

- Production design and support for Art Directors and Account Managers.
- Created AppleScripts for print production teams which saved over \$100,000 in production costs and regained 30–40 hours per month in production efficiency.
- Layout and production of weekly and monthly free-standing-inserts for newspapers, a monthly Satellite-TV promotional magazine, and six to eight direct-mail catalogs for upwards of 26 different markets, including multi-lingual support, with print runs of two to five million pieces.
- Built and maintained asset and template libraries.
- Managed freelance staffing needs.
- Created custom layout templates for print catalogs and direct-mail circulars.
- Worked closely with art directors to assure adherence to strict corporate branding guidelines.
- Prepared files for pre-press production. Acted as liaison between the pre-press vendor and the in-house team to ensure print mechanical readiness, perform quality checks, and approval routing.
- Managed a team of production artists to meet daily goals, including scheduling, job trafficking, quality assurance, and production readiness.
- Managed photo assets, including performing image searches, securing usage rights, trafficking change requests from designers to retouchers, and updating hi-resolution assets in print production files.

SKILLS

Adobe Creative Suite	10+ years
Sketch	6 years
InVision	7 years
Figma	1 years
Balsamiq	8 years
OmniGraffle	10+ years
Google Docs	10+ years
MS Office	10+ years
Sharepoint	7 years
Jira	10+ years
Squarespace	5 years
MailChimp	5 years

EDUCATION & CERTIFICATIONS

Google Professional Certificate

Program in UX Design | *May 2021*

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes

Community Emergency Response

Team (CERT) | *Oct 2019*

California disaster service worker

UX Strat Masterclass

| *March 2019*

User Experience Strategy Workshop

Neil Norman Group

| *July, 2015*

- UX Basic Training
- Visual Design for Mobile and Tablet

City College of San Francisco

| *Fall 1992–Spring 1995*

Associate of Science with Honors in Graphic Communications, emphasis in design, 3.45GPA