

# Marcel Ray

marcelray.com / mr@marcelray.com

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

## EXPERIENCE

**Apple Music** / Product Designer, Prototyping

JUN 2022 – PRESENT

Design prototyping, future concepting, and design tooling development for Apple Music across all Apple platforms.

**prototypi.co (Self)** / Technical & Design Consultant

NOV 2007 – JUN 2022

Early stage product design prototyping for digital and spatial experiences. Projects/clients included Motional (Hyundai's autonomous vehicle initiative), 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.

## SKILLS + TOOLS

Rapid prototyping  
Experience simulation  
Multi screen/device  
UX/UI design  
Swift, SwiftUI  
JavaScript ES6, TypeScript  
Node.js  
Vue.js, React  
Framer  
CSS, LESS, SASS  
WebSockets, Serial  
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*

**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 prototypes using Angular, Node.js and jQuery for usability testing, executive presentations, and engineering specs.

**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