

Mark Tse

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Summary

Design leader with expertise in UX/UI, product design, and brand identity. Extensive experience integrating AI/ML into security, healthcare, automotive, and microscopy applications. Passionate about simplifying complex technologies into seamless user experiences.

Experience

Starlyte Imaging | *Chief Design Officer, Co-founder* | Jan 2024 – Present

Leading UX/UI and brand identity for Starlyte Nebula, an microscopy imaging platform.

- Designed an AI-driven image processing UI with real-time analysis.
- Mapped confocal microscopy workflows to enhance user experience.
- Built a Python UI library for seamless hardware/software integration.
- Designed the company website, branding, and digital assets.

Mark Tse Design, LLC | *UI/UX Design Consultant, Founder* | Oct 2014 – Dec 2023

Led UX design and AI-driven automation for startups, delivering MVPs across security, fintech, and automotive.

- Clients: ARC, BD, Coraid, John Deere, SAIC Motors, Nimble Storage/HPE.
- Specialized in LLM-enhanced workflows, automation, and AI-driven UI design.
- Developed scalable design systems and AI-integrated UX strategies.

Alkira | *UX Engineer, Network Automation/AI* | Jul 2021 – Sept 2022

Designed AI-powered automation for cloud networking SaaS.

- Built AI-driven dashboards to simplify network automation.
- Standardized design systems for scalability and efficiency.

Spiketrapp.io | *Principal UX Designer, AI/LLM Product* | Oct 2020 – Feb 2021

Designed AI-driven sentiment analysis tools, contributing to Spiketrapp's acquisition by Reddit.

- Created scalable UX for LLM-powered sentiment detection.
- Optimized workflows for AI-driven user insights and automation.

Sysdig | *Security Product UX Designer, AI & Automation* | Aug 2019 – May 2020

Designed AI-driven security dashboards for containerized cloud environments.

- Developed ML-enhanced visualizations for security insights.
- Improved threat detection UX to streamline engineer workflows.

Previous Roles in UX

- Cisco – Designed AI-enhanced CX dashboards for enterprise insights.
- SAIC Motors – Led UX for AI-powered autonomous rideshare vehicles.
- Ford – Created motion designs for next-gen autonomous vehicle displays.
- Health2047/AMA – Designed HIPAA-compliant AI-driven healthcare automation.
- Disney Interactive – Developed 3D and UI assets for immersive digital experiences.

Education

🎓 MFA in Animation & Visual Effects, Academy of Art University

🎓 BS in Anthropology, Binghamton University

Skills

🔧 Design & Prototyping: Figma, Sketch, Adobe Suite, Python

🤖 AI/ML Integration: LLMs, Sentiment Analysis, Data Visualization

💻 Development: React Native, HTML/CSS, JavaScript

🎯 Soft Skills: Leadership, AI-Driven UX Strategy, Cross-Functional Collaboration