

# 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. Worked on companies working with early LLM and now exploring how cognitive AI and Agents will reshape silicon valley.

## Experience

### Starlyte Imaging | *Chief Designer, 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 Designer, Founder* | Oct 2014 – Dec 2023

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

- Clients: ARC, BD, Cisco, Coraid, eBay, John Deere, SAIC Motors, Nimble Storage/HPE.
- Mobile App Designs for companies such as **John Deere, Motion Instruments, SAIC Motors**
- 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