



Ray Matsil

User Experience Leader

Experienced designer consistently assigned to complex high-revenue projects. Strong bias for action, leveraging data-driven decision making and user-centered design to efficiently enhance user satisfaction. Effective communicator and mentor, committed to achieving optimal product outcomes.

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 248-807-8587

Expertise



Professional Experience

ThousandEyes (Part of Cisco), July 2022—Present

Senior Product Design Lead

- Led design efforts for core product area which generated approx. \$70 million yearly (80% of company revenue)
- Directed the product through a major UX overhaul, resulting in a satisfaction score of 4.35/5
- Mentored junior team members, focusing on accessibility and user-centered-design best practices
- Enhanced customer feedback loop through contextual in-app feedback collection and process standardization
- Rapidly developed proficiency in Heap, (in-app usage tracking tool), to inform data-driven design decisions
- Utilized communication skills to maintain alignment with cross functional partners to achieve customer and business goals for the launch of multiple complex high impact features

DigiCert Inc, (Formerly Symantec Corporation—acquired in 2017) *October 2014–June 2022*

Senior Principal User Experience Designer (March 2021–June 2022)

Principal User Experience Designer (June 2017–March 2021), User Experience Design Lead (October 2014–June 2017)

- Spearheaded major product UX / UI overhaul, resulting in 63% increase in System Usability Score
- Guided UX for several major enterprise product suites consisting of 10+ UX designers, writers, and researchers
- Mentored 10+ junior team members, teaching them product specifics, as well as design best practices and internal processes
- Organized and moderated multiple different types of usability testing sessions with customers
- Defined internal team procedures, processes, and guidelines, including style guide and design widget libraries to ensure efficiency and synergy

InfoStretch Corporation, *May 2011–October 2014*

Senior User Experience Designer (December 2012–October 2014)

User Interface Designer (May 2011–December 2012)

- Documented precise use cases, flow charts, wireframes, and mockups based on business requirements to produce GTC Mobile application on 4 platforms
- Managed and trained multiple internal teams on best practices and principles of User Experience Design
- Led the design efforts of mobile and desktop software with international design and development teams

Oracle Corporation, *June 2010–June 2011*

User Experience Design Contractor

- Designed and developed an interactive prototype to test benefits of improved user assistance in new Oracle products, research accepted to CHI 2011

Education

University of Michigan, School of Information, *May 2009*

[MS, Information, Specialization in Human Computer Interaction](#)

Michigan State University, *May 2007*

[BA, Telecommunication, Information Studies, and Media](#)