

Nick Ray

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Experienced product manager with background in experimentation, user experience, and ML-driven search products.

Experience

Product Advisor (Independent consulting)

Remote Dec, 2021 – Present

Product management advisement & consulting. Most recent client: **Sensay, an accelerator-backed startup** leveraging AI to teach language.

- Led CEO, engineering, and design through adopting **product management methodology**, training a new product team and setting goals.
- Trained new product managers on **spec writing, metrics analysis, and prioritization**; creating feature development process and spec templates.
- Guided product strategy in **shift-to-paid model (Sensay)**, and helped size and plan the transition into North American markets.

Microsoft

Product Manager II (Search & AI / Multimedia Search)

Bellevue, WA May, 2019 – Nov, 2021

Product manager for Image Search and Visual Search, owning **search UX and growth** for hundreds of millions of users.

- Owned **Image and Visual Search UX** and ran hundreds of **A/B experiments** contributing to **+35% YoY DAU user growth**.
- Led **Image Search UX strategy and roadmap** across **OS, apps, segments** teams, unifying scenarios around task completion.
 - Integrated product flows across **Windows OS, Edge Browser, Photos** yielding **+26% MAU top-of-funnel growth** (2yr).
 - Iterated computer-vision-based retention features growing **+14% YoY DAU** on bottom-of-funnel monetized pages.
 - Influenced product vision across **developers, designers, editorial writers, data scientists, marketers, and legal teams**.
- Led **visual search UX**, an AI-based computer vision product, with a focus on **conversion** and **retention** for 0-1 features.
 - Led visual search UX iterations across **web, mobile, OS, and app UX**; driving **+25% YoY DAU** Edge browser destination traffic.
 - Delivered **Live Camera**, a web client **augmented reality** visual search product, built on **computer vision**.
 - Worked on several **rapid prototyping** projects to utilize a KPI-driven approach for opportunity and product requirements.
- Aligned **stakeholders** to meet requirements backed by **user research, A/B experimentation, & competitive reviews**.

Product Manager (Windows 10 / Audio)

Redmond, WA Oct, 2017 – May, 2019

- **Technical product management on Windows 10**, owning **audio experiences** on the **800M+ machine ecosystem**.
- Led **audio reliability initiative** to define quality baseline for **hundreds of drivers** and **dozens of third-party ISVs**.
- Acted as primary PoC for **dozens of partners** (IHVs/ISVs/OEMs) across the PC industry for audio driver reliability and rollout.
- Owned **music creation scenarios** on Win10, translating industry needs into engineering and product requirements.
- Designed **differentiated audio experiences** on 1P/3P dual-screen devices, working across internal & external stakeholders.

Amazon – Software Development Engineering Intern

Seattle, WA (summer) 2016

- **Software intern** on **Kindle**, completed a **web-based feature** (Scala/JS/MySQL) and several **product management proposals**.

RentTrack – Software Development Engineering Intern

Santa Barbara, CA 2014 – 2016

- **Software intern** at a **rent payment startup**; owned **end-to-end web app** (JS/PHP/Selenium) from **design to implementation**.

Entrepreneur Media – Software Development Engineering Intern

Irvine, CA (summer) 2015

- **Software intern** for Entrepreneur Magazine website, completed several **full-stack web development** (JS/PHP) features.

Education

國立臺灣大學 (National Taiwan University) – Intensive mandarin training (classical, academic, business)

(winter/spring) 2022

University of California, Santa Barbara – B.S. in Computer Science

2013 – 2017

- **Sigma Eta Pi** (Co-ed Professional Entrepreneurship Organization) – **Founder/President** (2015)
- **Research Center for Virtual Environments and Behavior – VR Lab Consultant** (2016) / **Engineer** (2015)

國立臺灣師範大學 (National Taiwan Normal University) – Intensive mandarin training

(summer) 2015

Skills

Product / Technical: Agile/Waterfall/Scrum, A/B testing, Data analysis (Interana/PowerBI), full-stack (CSS, JS, MySQL, PHP), Git, Linux

Non-Technical / Language: Wireframing (Figma, Balsamiq), Chinese/Spanish (conversational & writing), jazz piano, aviation