Tracie M. Kreiss
Senior Product Designer

Previous Experience

2021-2022

Product Designer
Zola, Inc.

- Responsible for design and user research on the Vendor Marketplace platform
- Launched multiple large scale B2B and B2C products that greatly improved user conversion and retention for both our Vendor and Couple customer bases
- Partnered with product, business, and engineering to define, create, build, and release new features
- Communicated designs through user flows, wireframes, mockups, and prototypes
- Developed and maintained a design system for the Vendor Marketplace product

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2021

Product Designer
Serve Robotics

- Designed the user experience from onboarding to delivery for the autonomous delivery robot, Serve
- Re-designed the Merchant and Buyer experiences to support partnerships with multiple delivery platforms (i.e. Postmates and UberEats)
- Designed and built the new company website

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2019 - 2021

Product Designer and UX Researcher
Postmates, X

- Designed the user experience from onboarding to delivery for the autonomous delivery robot, Serve
- Designed the digital Buyer experience (in-app and on-robot), the piloting experience (on-web), and features of the hardware including the food containment configuration inside the robot
- Conducted user research studies to inform design recommendations
- Led a team of 10+ operators, engineers, and designers during our 2-week sprint to complete our first 100 deliveries in Los Angeles

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2018

UX Research Consultant
Uber

- Validated the product quality requirements for the Uber Rewards Program
- Collaborated with an international team to ensure a high quality brand experience
- Conducted user tests to ensure the functionality of the newly developed Rewards Program

2016 - 2018

Research Assistant
University of California, Santa Cruz

- Researched and wrote comprehensive thesis on the topic of childrens creative congnition
- Candidate for publication for work on the convergence of creative cognition and executive function skills in children
- Conducted the statistical analysis of both quantitative and qualitative data for sample sizes of 400+

Education

HTML, CSS, & Web Design
General Assembly, 2020

User Experience Certified
Nielson Norman Group, 2019

B.A. Intensive Psychology
UC Santa Cruz, 2018
Highest Honors

Skills

Design
Figma, Adobe Creative Suite, Blender, HTML, CSS, Lottie, UX/UI design

Research
Quantitative and qualitative research, user testing, data analysis

Languages
English, French, Basic Spanish

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