Tracie M. Kreiss

Product Designer & Researcher

Experience

2019 - Present **o**

Product Designer and Researcher

Postmates, X

Co-designing Serve, an autonomous delivery robot

Designing the digital buyer experience (in-app and on-robot), the piloting experience (on-web), and aspects of the hardware (i.e. cargo configuration)

Conducting user research studies to inform design recommendations

Led a team of 10+ operators, engineers, and designers in our delivery launch

2018

UX Research Consultant

Uber

Validated the product quality requirements for the Uber Rewards Program

Worked with an international team to ensure a high quality brand experience

Conducted usability tests to ensure the functionality of the newly developed Rewards Program

2016 - 2018

Research Assistant

University of California, Santa Cruz

Completed a thesis on children's creative cognition – canidate for publication Coded and analyzed quantitative and qualitative data

Education

2020 HTML, CSS, & Web Design General Assembly User Experience Certified Nielson Norman Group B.A. Psychology UC Santa Cruz

Skills

Design

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

Research

Quantitative and qualitative research, user testing, data analysis

Languages

English, French

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