

# Tracie M. Kreiss

## Senior Product Designer

### Previous Experience

- Apr 2021 – Nov 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 transformed broad concepts into meaningful products that improved user conversion and retention for both of our customer bases
  - Partnered with product, business, and engineering from conceptualization to post-launch success tracking and iteration
  - Mentored other designers on research, design, and the Marketplace product
  - Lead design discovery of impactful product opportunities to research, design, prototype, and test
  - Communicated designs to team members through wireframes, sketches, concepts, and prototypes
  - Developed and maintained a design system for the Vendor Marketplace product

View website →
- Jan – Apr 2021

Product Designer | Serve Robotics

  - Helped to develop a new product brand and identity after this company spun off from Postmates
  - 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

View website →
- Jan 2019 – Jan 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

View website →
- Sept – Nov 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
- Aug 2016 – May 2018

Research Assistant | University of California, Santa Cruz

  - Researched and wrote comprehensive thesis on the topic of children’s creative cognition
  - Candidate for publication for work on the convergence of creative cognition and executive function skills

### Education

- HTML, CSS, & Web Design  
General Assembly, 2020
- User Experience Certified  
Nielsen 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, interaction design, design systems, wireframes, prototyping, animation, UX flows, user journeys, competitive analysis, collaboration, visual design
- Research  
Quantitative and qualitative research, usability testing, data analysis
- Languages  
English, French, Spanish (basic)