Tracie M. Kreiss
Senior Product Designer

Experience

2021-2022

Product Designer
Zola, Inc.

- Responsible for design and user research on the Vendor Marketplace platform
- Launched multiple large scale projects that greatly improved user conversion and retention
- Balanced business needs to make results driven changes with providing a top-notch user experience
- Launched both B2B and B2C products for our Vendor and Couple customer bases
- Collaborated with engineers to establish design solutions that would be both a good user experience and quick to build

View website →

2021

Product Designer
Serve Robotics

- Designed the user experience with Serve, an autonomous food delivery robot
- Established a new delivery experience that could support partnerships with multiple delivery platforms (i.e. Postmates and UberEats)

View website →

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

View website →

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 in the context of spatial play
- 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, UX/UI design

Research
Quantitative and qualitative research, user testing, data analysis

Languages
English, French, Basic Spanish

traciekreiss.com ○ traciekreiss@gmail.com ○ 925.285.7334