

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 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 cognition 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**
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
- **Research**
Quantitative and qualitative research, user testing, data analysis
- **Languages**
English, French, Basic Spanish

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