Tracie King

VP of User Experience

Asheville, NC • tracieking72@gmail.com • 347.731.9802 • www.traciekingdesign.com

SUMMARY

Dynamic Design Director with extensive expertise in user experience and user interface product design. Experienced in SaaS, e-commerce, HR platforms, and social media companies. Team player known for delivering impactful design solutions through strategic and creative leadership. Dedicated with a proven track record of meeting deadlines, collaborating with cross-functional teams, and promoting a user-centric culture within organizations.

AREAS OF EXPERTISE

- User Experience Design (UED)
- UX/UI
- Prototyping & Wireframing
- User-Centered Design
- Team Leadership
- Art & Creative Direction

TECHNICAL SKILLS

- Figma
- Adobe XD
- Photoshop
- Illustrator
- Jira
- Sketch

EXPERIENCE

Yumitos
07/2024 - Current

VP of User Experience
Remote

- Spearheaded end-to-end UX and UI strategy across all digital touchpoints, delivering a seamless, intuitive, and consistent user experience for web and mobile.
- Positioned Yumitos as a category-defining brand in the culinary social space by integrating a streamlined design system, AI-driven personalization, and human-centered design thinking.
- Partnered closely with C-level stakeholders, product, marketing, and engineering teams to align UX vision with business objectives.
- Championed a high-performing design team, fostering a collaborative culture rooted in innovation, experimentation, and design excellence.
- Created a unified design system, streamlining cross-platform design efficiency and brand consistency.

OrgChart
08/2023 - 08/2024

UX/UI Design Director (Freelance)
Remote

- Managed and led the user experience (UX) and user interface (UI) redesign and successful relaunch of the primary product, championing accessibility throughout the platform.
- Designed user interfaces for the current website, ensuring alignment with stakeholder goals.
- Collaborated closely with product management and development teams to safeguard brand consistency and adherence to best practices.

International Sports Sciences Association (ISSA)
Director of UX/UI & User Research

10/2023 - 06/2024
Remote

- Led UX design across all digital platforms, ensuring a cohesive and intuitive interface.
- Formulated brand transformation strategies through comprehensive consumer and trend analysis, driving brand innovation.
- Cultivated a collaborative work environment by engaging closely with cross-functional teams.
- Championed user-centric design principles in partnership with internal stakeholders, ensuring products meet user expectations and business goals.
- Conducted research, developed detailed wireframes, designed high-fidelity materials, and created interactive prototypes to enhance product development.

Judge Consulting Group
Design Director

11/2022 - 09/2023
Remote

- Led a high-achieving, cross-functional design team, consistently surpassing client expectations and delivering outstanding results.
- Enhanced brand development strategies through in-depth consumer and trend research.
- Promoted a collaborative work environment by closely partnering with cross-functional teams, improving project integration and efficiency.
- Conducted user research, designed journey maps, developed wireframes, created interactive prototypes and produced high-fidelity design materials to revamp a vendor management systems (VMS) product.
- Partnered with internal stakeholders to drive user-centric design principles and accessibility focused on user needs.

Diligent Corporation
Lead UX/UI Designer

07/2015 - 11/2022
New York, NY

- Interviewed and mentored junior and contract designers, fostering skill development and team cohesion.
- Designed and launched multiple products in an Agile development environment, ensuring efficient and iterative progress.
- Introduced and designed an iOS and web-based messaging app tailored to board directors, enhancing secure communication capabilities.
- Facilitated the development of a specialized social networking app tailored to board directors by conducting user research, designing journey maps, crafting wireframes, producing high-fidelity design assets, and generating interactive prototypes.

Additional experience, please see LinkedIn

www.linkedin.com/in/tracieking

EDUCATION

Bachelor of Fine Arts (BFA), Communication Arts
East Carolina University

Graduated 1999 with Honors

Concentration: Illustration & Graphic Design