

Tracie King

VP of User Experience

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SUMMARY

Seasoned UX/UI designer with deep expertise in product design across SaaS, e-commerce, and HR platforms. Recognized for delivering impactful, user-centered solutions through strategic vision and creative leadership. Collaborative team player with a proven record of meeting deadlines, driving cross-functional alignment, and fostering a user-first culture.

AREAS OF EXPERTISE

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

TECHNICAL SKILLS

- Figma
- Prototyping
- Photoshop
- Illustrator
- Adobe XD
- Jira

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 and user interface 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.	

EXPERIENCE CONTINUED

International Sports Sciences Association (ISSA)

10/2023 – 06/2024

Director of UX/UI & User Research

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

11/2022 – 09/2023

Design Director

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

07/2015 – 11/2022

Lead UX/UI Designer

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

Graduated 1999 with Honors

East Carolina University

Concentration: Illustration & Graphic Design