Traci Miller

millertraci@gmail.com   520-205-1687   https://tracimiller.me   Traci on LinkedIn

As a **User Advocate...**

- I approach projects with strategy and analysis, gathering requirements and setting goals.
- I practice fundamental XO methods, analyzing data, defining user stories, and using XO artifacts.
- I tell stories with wireframes, flow charts, and prototypes.
- I design user tests to achieve the highest confidence in my recommendations.
- I work across teams of product owners, designers and developers smoothly and positively.
- I pitch, sell and defend "EXPERIENCE" to product owners and leadership, while satisfying business objectives.
- I love the work.

Director of User Experience

Check Into Cash
Cleveland, TN
July 2019 to Present

I joined Check Into Cash as their Director of User Experience to redesign their site, customer application and customer account spaces in order to increase customer conversion, improve account management, improve brand consistency, and decrease time to product.

- I created a wireframing design system in Figma for low fidelity experience prototypes which helped define and clarify experience successes early.
- I led efforts to define and hone our online experience for customer ease and confidence by analyzing site data and creating personas, empathy maps, journey maps, and other ux artifacts. These allowed quick reference for making decisions and setting experience expectations.
- I created a branded, mobile-first, atomic design system using Figma which allowed rapid iterations and prototyping. This enabled user testing and easy hand-off to development.
- I created a documentation wordpress site for the design system. In it I defined patterns, pattern usage rules, and rules to define and govern WCAG/ADA compliance. I produced Loom tutorials to mentor and facilitate handoff to various teams. This aided brand consistency, accessibility compliance, and reduced development time.
- I designed a new application experience that was friendly and conversational to alleviate customer stress. I made the application a multi-step wizard instead of a long single form, focused on guiding users clearly, showing progress and using plain language. This increased online submission completions from 45% to 70%.
- I targeted retail customers ("Find A Store") with a short form application. The customer info was forwarded to the selected retail locations and the customer received an immediate call with loan offers. Customers could accept offers and complete their loan documentation at the store. This experience launched with a 55% conversion, resulted in an additional 3-4K site conversions per month, and allowed success tracking from site to store.
- I designed a new account experience that allowed users to create full profiles and fully manage their loans and financial information. This increased customer engagement, improved customer confidence, and facilitated more and faster repeat applications.

Director of User Experience - AI Persona

Function AI
Atlanta, GA (Remote)
Nov 2017to Mar 2021

I was asked to create a solution for omni-channel AI implementations that would offer client administration, reporting and customization. Function AI implemented AI systems for clients across site, chat, phone and other channels to handle customer inquiries and issues. I was asked to enable data access, transparency and reporting while also reducing tech service requests.

- I analyzed data and current support requests and discovered that 75-80% of the requests were for filtering data and producing reports. Another 10-15% of requests were for customization of existing AI personas/implementations.
- I analyzed the existing AI personas as well as customization requests to decide and define the adjustments clients could and could/should NOT make.
- I created user stories, flows and wireframes to outline the goals and expectations for the new "system" that would focus mainly on client access to data, common reporting tools, and limited AI persona customization.
- I designed the AI Relationship Management System (ARMS) in Sketch. This SaaS administrative tool allowed clients an account-based space to customize, create and save reports on their AI inquiry metrics. ARMS also offered clients a traditional CRM experience, relating customer data to inquiry data to AI persona data, which would allow inquiry escalations, improve AI interactions, and inform targeted customer marketing.

Senior User Experience Designer

Unum
Chattanooga, TN
Mar 2019 to Jul 2019

I was brought into Unum for a 3 month contract to aid efforts for a new maternity leave product. I tested for usability, adoption, success, and customer satisfaction and then used these metrics to design improvements for the maternity leave product in preparation for public release.

- I created personas and user stories to define how the new product would interact with expecting parents and adjust those interactions across a maternity "timeline". These efforts helped create product expectations and defined product maturation across the maternity life-cycle.
- I created usability testing for the new product. I defined 4 stages of maternity and maternity leave and then I defined the success metrics for the product based on business objectives and user satisfaction. I replicated the metrics across the 4 stages, designing test questions that measured the same metrics but targeted the varying interactions and features for each stage. This allowed the collected data to be correlated across stages. This would enable clear success values, indicate pain points in the timeline, and inform future product feature-building.
- I produced experience designs with Sketch for the Colonial Life online invoicing tool using their existing design system in order to clarify customer interactions for ongoing development efforts.

Senior User Experience Designer

Fly.me
Tucson, AZ (Remote)
Jun 2018to Feb 2019

I worked as Senior UX on a team to produce an AI driven Online Travel Concierge. I closely collaborated with 2 other UX professionals to concept, test and design a new Online travel booking site with narrow AI implementation. Online users could book travel through best-practice interfaces and interactions, as well as build customer profiles and preferences that the AI travel concierge could utilize for rapid voice command recommendations and booking.

- I analyzed data, performed peer research, and produced user stories to understand and define customers that would engage with an AI persona to plan and book travel. This research helped concept and inform new and unique customer experiences.
- I produced wireframes in Sketch and low fidelity prototypes to prove these interaction concepts that would allow AI to utilize customer preferences to identify best-case travel offerings while also building customer confidence for this new AI space.
- I designed a branded online booking site in Sketch that offered standard travel planning for online customers. The site also allowed AI customers online access to their plans as well as robust change management.

Staff User Experience Designer - Lead

Simpleview
Tucson, AZ
Feb 2014 to June 2018

I worked for the New and Special Projects team (R&D) to redesign the 10-15 year old SaaS software suite of products. These products included a CRM, CMS, Extranet. I also designed new products including a Customer Marketplace, eLearning platform, eCommerce tools and more.

- I designed a new CMS system that modernized customer interfaces and utilized drag and drop components and component building. Clients could create, customize and save site content and configurations for reuse which enabled rapid site building and expansion. I designed a builder with a page-view interface that allowed clients to instantly see their site designs before implementation, increasing user delight.
- I designed a mapping tool that utilized CRM data to allow clients to build customized maps for conventions, events, and seasonal planning around participating vendors in their regions. These maps increased promotion success as well as vendor participation.
- I designed a Customer Marketplace implemented in the existing extranet. This marketplace allowed vendor members to subscribe, renew subscriptions and participate in "Pay to Play" promotions as offered by the DMO. The marketplace offered new ways to market and promote to vendor members as well as enrich membership offerings.
- I modernized the existing CRM in both architecture and interface designs. I defined and standardized data object management that produced optimized processes for sales, marketing and event planning for DMOs.
- I researched, designed, and produced a new elearning system that offered rich content building, student testing, progress measuring and achievement badging. This system was utilized for clients and Simpleview product certification.

- I led user groups for the varying products, consisting of users from our 650+ DMO clients. I created user surveys, built and performed usability tests, and presented findings and results to announce new product features in monthly group meetings.
- I presented best-practice and usability research at the annual SV Summit (conference) as well as introduced new features and products.
- I contributed articles for the monthly newsletter on the new offerings and upcoming tech.
- I designed metric strategies for user data within the different SaaS products.

Lead User Experience Designer

Tentsquare
New York, NY
Aug 2014 - Oct 2016

I was asked to work as freelance for an emerging social network aimed specifically at the filmmaking industry (similar to IMDB Pro). I worked as their UX lead as well as principal designer.

- I produced user journeys and site flows to improve navigation and define fast and efficient site paths.
- I produced Wireframes to optimize page real estate that could educate and guide users through their networking options.
- I produced high fidelity wireframes and final page designs to present to stakeholders and to hand off to development.
- I led UX efforts to create the online voting process which would fuel and result in the first crowd-sourced feature film "While I was in a Coma" available on Amazon..
- I created branding materials for the site as well as exciting "Challenge" banners and landing pages to promote new talent challenges for the social members.

Senior User Experience Designer

Raytheon
Tucson, AZ
Sep 2012 toFeb 2014

I joined Raytheon to produce various software tools for the Missile Systems engineers to increase productivity and enable centralized data. I worked intensely with each engineering department to learn, imagine and create specialized tools to increase the speed of production as well as reuse of data.

- I performed interviews with Missile Systems engineers to research and whiteboard new features and products. I also performed interviews with leadership for objectives and priorities.
- I designed the KITs system software allowing engineers to componentize missile data and data packages for standard configurations. This enabled reuse of standard "kits" as well as saving of new configurations for reuse.
- I designed lab equipment management software for the varying test labs across the Raytheon facility. This system enabled equipment inventory and featured permission-based and security-based check-in/out functions for equipment tracking across lab locations.
- I designed a data visualization and reporting tool that related various contextual data objects across locations and timelines, producing visual representations using standard diagraming formats, as well as reports.

- I designed a merit tool for HR to promote ease of employee review, promotion and annual merit increase. This tool was used to track and build employee performance profiles as well as to evaluate and promote employees at the annual review "rodeo" where directors and managers met to review, discuss and defend promotional recommendations.

Staff User Experience and Visual Designer

Intuit
QuickBooks Support
Tucson, AZ
Sep 2008to Sep 2012

I was the principal UX and Visual designer assigned to the Quickbooks Support team. We built and maintained a massive support environment for hundreds of thousands of small business customers using 72 Quickbooks products. The site included an online chat system, a site to phone IVR and a huge Knowledgebase. I designed friendly and optimized solutions for QB customers seeking answers and self-help options on our site as well as customer service help and interactions.

- I performed user testing to optimize various site interactions, including product and topic searching, online chat, customer service help interactions (coordination of site and call center), and article delivery and prioritization.
- I used Google Analytics data to find and solve customer problems and pain points on the site as well as make recommendations to cross team members from IVR and Online Chat services.
- I designed new features on the site including article voting. This feature enabled users to vote (up/down) and keyword tag articles for prioritization, helpfulness and retention. This small feature gained over 500K interactions in the first week.
- I produced cross-product marketing, both branded media and content references, that increased sales conversions by 5%.
- I designed the experience for Intuit Data Protect. This SaaS product offered automatic and manual data backup of source QB files. I designed a simpler single-page interface with clear and simple language that allowed more transparency into backup success.
- I designed interactions that improved and optimized various Intuit products including QB License Lookup, Quickbooks Download, Quicken Password Reset Tool, QB Communities, Intuit Training, Love a Local Business, Intuit Blog, and the Multi-Channel Customer Support system.

Art Director

WorldMedia Interactive
Miami, FL
Feb 2008to Sep 2008

I was Art Director on several clients, including Regent Seven Seas Cruises, Canada Air, W Hotels, and others.

- I researched and produced user flows for site designs and user interfaces.
- I created wireframes and prototypes of various client projects.
- I produced high-fidelity designs of various client projects.
- I developed client sites and materials using HTML, CSS, and JavaScript.
- I presented produced work and objective solutions for clients and sales initiatives.

Creative Lead

Triad Retail Media ·

Jun 2004 - Apr 2007

Tampa, FL

I served as Creative Lead, as well as a developer and flash media specialist. I was hired as employee #5 to design and set up programs, templates and processes for our rapidly growing start-up.

- I produced high-fidelity designs for the Walmart.com online marketing program(OMP), including brand pages, hubs, resource pages.
- I designed and developed server templates to optimize production of vendor programs on Walmart.com.
- I produced high-fidelity designs for the Sam's Club OMP.
- I led and directed a team of 14 designers working on the various agency clients.
- I managed creative relationships and established specifications and standards with the OMP hosts and vendors.

Previous Experience

Designer, Flash Media Specialist   Digitas - Boston, MA. - Jun 1999 to Dec 2003
Designer & Developer   toysmart.com - Boston, MA. - Apr 1999 to Mar 2000
Production Inker   Wave/C-toons - Framingham, MA. - Oct 1997 to Aug 1999
Designer   Next Generation - Waltham, MA. - Sep 1997 to Apl 1999