

# Tracie Lee

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212.982.7738 | Brooklyn, NY

## Executive Director, Design @ The New York Times

New York | Aug 2020 – current

- » Set and execute design group vision to help modernize and drive adoption of internal business platforms and tools
- » Advocate for platforms to enable a connected and consistent user experience across all NYT products
- » Align and scale operating model to meet demand; currently 2 managers, 8 individual contributors, interns & contractors
- » Identify, develop and retain design management & IC talent

## Product Design Director @ The New York Times

New York | Nov 2016 – Aug 2020

- » Managed a team of individual contributors focused on subscription management & subscriber retention
- » Advocated for a product vision that strengthens the relationship between The New York Times and its audience
- » Led definition and rollout of career framework
- » Led and scaled internship program across 3 annual cohorts

## Product Designer @ The New York Times

New York | Nov 2015 – Nov 2016

- » Executed end to end product design process for key subscriber capabilities
- » Transformed organizational approach to email by creating a taxonomy and user centered guidelines

## Design Director @ SeriousEats.com

New York | Mar 2013 – Oct 2015

- » Managed product roadmap and led design initiatives to optimize web traffic and advertising opportunities

## Previously

Head of Experience & Lonestar Taco | NY | 2011 - 2015

Principal @ Auburn & Ivory, Inc. | NY | 2010 - 2012

Design Director @ Six Apart | NY | 2008 - 2010

Designer @ Apperceptive/Six Apart | NY | 2007 - 2008

Designer @ Mass Transmit | NY | 2005 - 2007

Freelance Designer @ Ambienttraffic Studio | NY & Boston | 2002 - 2015

Technical Designer @ Myriad, Inc. | Boston, MA | 2000 - 2002

## Speaking & Criticism

- » Guest on Panel: Designing Great Experiences in a Digital-First World  
*Brainstation sponsored by Adobe 2020*
- » Guest on Panel: How Do Managers Really Think?  
*Mailchimp Chats 2019*
- » Guest on Panel: Designing a Better Media Ecosystem Without Ads  
*SXSW 2019*
- » Guest critic at General Assembly, SVA and the New School
- » Guest on Responsive Web Design podcast

## Teaching

### Instructor @ School of Visual Arts

New York | fall semester 2017

- » Co-taught undergraduate course, Intro to Interaction Design
- » Created syllabus based on user centered principles and practical work experience

## Education

### B.A. in Studio Art @ Wellesley College

Wellesley, MA