

# Tracie Lee

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212.982.7738 | Brooklyn, NY

## Experience

### Product Design Director @ The New York Times

New York | Nov 2016 - present

- » Manage a team of product designers across the Growth Mission and Customer Care organization
- » Advocate for a product vision that strengthens the relationship between The New York Times and its audience
- » Connect strategic thinking with product design execution

### Instructor @ The School of Visual Arts

New York | Sept 2017 - Jan 2018

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

### 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

- » Member of Management Team. Steering course for team of 15, during which site traffic more than doubled to 9 million monthly uniques
- » Managed product roadmap and led design initiatives to optimize web traffic and advertising opportunities

### Head of Experience @ Lonestar Taco

New York | 2011 - 2015

- » Co-founded and runs special events catering business with 30% average YOY revenue growth

Previously: Ten years of interaction design and design management experience at technology companies, marketing agencies and freelancing. Additional detail upon request.

## Speaking & Criticism

- » 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

## Exhibitions

- » Ten Bulls (group show)  
*Temporary Agency*  
Bushwick, Brooklyn NY | 2014
- » Theory & Practice (group show)  
*Gallery Aferro*  
Newark, NJ | 2008

## Education

### Artists' Workshops

Cape Town, South Africa; La Cipressaia, Italy:  
Summer 2006, Jan 2005, Summer 2003,  
Summer 2002

- » Learned to teach painting, drawing and sculpture
- » Developed personal themes and discussed the creative process from multiple disciplines

### B.A. @ Wellesley College

Wellesley, MA | 1996 - 2000

- » Major in Studio Art
- » Summa Cum Laude
- » Phi Beta Kappa