

Tracie Lee

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212.982.7738 | Brooklyn, NY

Experience

Design Director @ SeriousEats.com NY | Mar 2013 - present

- » Member of Management Team. Steering course for team of 15, during which site traffic more than doubled to 9 million monthly uniques
- » Manage product roadmap and design initiatives to optimize web traffic and advertising opportunities
- » Lead new branding initiative, launched August 2015
- » Executed major site redesign with internal team of two; launched August 2015
- » Launched responsive design and produce data-rich interactive features
- » Coordinate contractor and technology vendor relations, including monthly iOS Newsstand App (Top 20 in Food & Drink Category)

Head of Experience @ Lonestar Taco NY | 2011 - present

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

Principal @ Auburn and Ivory, Inc. NY | Oct 2010 - Apr 2012

- » Established and led a client services firm. Clients include Gothamist, Serious Eats, Papermag, NewsCorp, Core 77

Design Director @ Six Apart NY | Dec 2008 - Jan 2010

- » Supervised team of designers in the Client Services group in presentation and iteration of design concepts, IA process, UI implementation and design documentation
- » Facilitated design needs across all departments and between the NY, SF & Tokyo offices

Previously

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

Designer @ Mass Transmit | NY | 2005 - 2007

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

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

Skills

- » **Management:** project and client management, scoping and budgeting, presentations, proposal writing, forecasting, hiring contractors and staff, staff management
- » **Design:** UX design, prototyping, visual design, UI design, design strategy, branding, information architecture, app design
- » **Technical:** CSS (LESS and Sass), HTML, jQuery, Python, Javascript, Git, RESTful architectures, environment-based deployment tools

Education

Artists' Workshops

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

B.A. @ Wellesley College

Wellesley, MA: 1996 - 2000

- » Major in Studio Art
- » Summa cum laude
- » Phi Beta Kappa