

# Tracey Joelle Cox

Austin, Texas

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## Product Designer (UI/UX)

### Summary

- Self-motivated digital designer with 4 years UX design experience, built on a strong 10-year foundation of designing learning experiences as a teacher
- Developed strong cross-cultural understanding and adaptability teaching abroad in China and South Korea for 5 years, strengthening design thinking, UX strategy, and team collaboration
- Led key design enhancements as one of two designers on fund accounting software, delivering solutions that improved user experience and drove business success, contributing to its top-rated status on TrustRadius
- Demonstrates calm, grounded presence with commitment to quality and strong ownership in all work

### Skills

**UX & Technical Skills:** Interaction Design, Information Architecture, User Research, Visual / UI Design, Wireframing, Prototyping, Competitive Analysis, Usability Testing, User Flows, Design Sprints, Personas, Design Systems, Figma, Pendo, Data Analytics, Adobe XD, Webflow, Miro, Accessibility (WCAG), AI (Artificial Intelligence) Prompt Engineering, UX Strategy

**Professional Skills:** Cross-Cultural Communication, Teamwork, Time Management, Project Management, Empathy, Cross-Functional Collaboration, Analytical Thinking, Critical Thinking, Customer Experience, Learning Experience Design, Attention to Detail, Creativity, Communication Skills

### Education

**Certificate of Completion, UX/UI Designer Track**

**Bloc/Thinkful**

Graduation Year: 2020

**Bachelor of Science, Secondary Education: Language Arts**

**University of Cincinnati**

Graduation Year: 2010

**Honors:** *Magna Cum Laude*

### Work Experience

**Freelance, Remote**

**UX Designer, Webflow Developer, & AI Evaluator** | 08/2024 - Present

- Designed and developed a responsive sales website in Webflow for a client, leveraging AI tools to accelerate design iteration and applying a comprehensive SEO strategy to boost search visibility and drive qualified leads
- Contributed to a confidential AI evaluation project by designing and testing prompts, analyzing system responses, and providing detailed feedback to improve model accuracy, usability, and alignment with user needs.
- Conducted market and user research for entrepreneurial concepts, identifying gaps and validating early ideas to inform potential product development.

**Community Brands, Remote**

**Product Designer** | 10/2021 - 08/2024

- Led 5-10 enhancements per product development cycle to MIP Fund Accounting, our SaaS B2B product used by over 100,000 clients globally, resolving documented user pain points and contributing to its top-rated status on Trust Radius
- Designed solutions to comply with accessibility (WCAG) standards while prioritizing usability and simplifying complex processes, resulting in higher user satisfaction as validated through customer feedback tools
- Gathered and analyzed data through qualitative and quantitative research methods to inform design decisions and prioritization of product development objectives, resulting in a product roadmap more closely aligned with actual user needs
- Collaborated with cross-functional teams to align user needs with stakeholder goals, resulting in product growth, and a consistent 90-100% completion rate of Program Increment objectives within 8-week Agile product cycles
- Improved our design system by building and maintaining design libraries in Figma and aligning component usage with design system specifications, resulting in increased design efficiency and improved usability
- Prepared and conducted usability studies to validate designs and identify problem areas early, preventing wasted development time on ineffective solutions and ensuring improved usability
- Co-led early design and research for a cloud-based HR product, creating early design system foundations and streamlined user flows to ensure an intuitive UX and seamless scalability

#### **Freelance, Remote**

##### **UX Designer | 05/2020 - 10/2021**

- Enhanced design skills through multiple design projects, applying holistic UX processes from research to delivery to design user-centered interfaces that met accessibility standards and prioritized usability
- Co-initiated the concept for a social wellness cooking app to address isolation during the pandemic, leading UI design and collaborating with two other designers and a developer across the full design process, including research, strategy, prototyping, and delivery
- Analyzed and synthesized research data to shape product strategy, delivering user flows, wireframes, and prototypes that improved design clarity and user experience

#### **Combined Teaching Experience (K-12/International/Higher Education), China, South Korea, USA**

##### **English Teacher/ESL Teacher/Learning Experience Designer | 01/2010 - 05/2020**

- Designed and delivered hundreds of engaging lessons for over 6,000 diverse learners, from adolescents to adults, adapting instructional content to varying proficiency levels and learning goals to maximize engagement and learning outcomes
- Planned and facilitated extracurricular programs, events, and workshops that enriched the student experience and supported skill development beyond the classroom
- Created and conducted assessments using research-based teaching methods, principles, and learning models, fostering a rigorous, growth-oriented classroom environment
- Applied strong cross-cultural communication and empathy while teaching and collaborating in international and multicultural settings, ensuring content was culturally relevant and accessible, resulting in productive, inclusive, and cooperative learning environments

## **Volunteer Experience**

#### **TNKR (Teach North Korean Refugees) | Seoul, South Korea**

##### **English Tutor | 12/2017 - 03/2018**

Assessed individual language proficiency and designed customized lessons to address each student's unique needs.

#### **SXSW | Austin, Texas**

##### **Stage Crew, Tech Support | 03/2022 - 03/2025**

Supported behind-the-scenes tech operations, prepared event spaces, and assisted with various other assigned tasks.