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EXPERIENCE STRATEGY & USER EXPERIENCE LEADER

Product Design • Organizational Transformation • Design Systems • Accessibility • AI Product Strategy

Professional Summary

Experience Strategy leader with more than 25 years of success helping organizations solve complex business challenges through user experience, research, accessibility, product strategy, and organizational transformation. Proven history of introducing new capabilities—from early UX practices and enterprise design systems to accessibility governance and AI-enabled experiences—while partnering with executives and cross-functional teams to improve products, scale organizations, and create measurable business outcomes across financial services, healthcare, retail, travel, defense, SaaS, and emerging technology.

Executive Impact

- Built UX organizations from the ground up at multiple companies.
- Introduced enterprise design systems and accessibility governance.
- Led experience strategy across financial services, healthcare, defense, SaaS, retail, travel, and AI.
- Partnered with executive leadership to drive organizational transformation and product strategy.
- Delivered measurable improvements in customer experience, operational efficiency, and digital growth.

Core Competencies

Leadership & Strategy

- Experience Strategy
- Product Strategy
- UX Leadership
- Organizational Transformation
- Cross-functional Leadership
- Executive Facilitation

Research & Discovery

- User Research
- Customer Journey Mapping
- Information Architecture
- Usability Testing
- Survey Design

Design & Delivery

- Interaction Design
 - Design Systems
 - Accessibility (WCAG)
 - Service Design
 - Content Strategy
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Professional Experience

Community Choice Financial

Cleveland, Tennessee

UX Design Manager | July 2019 – Present

Joined Check Into Cash as the organization's first UX professional, establishing user experience as a formal discipline while leading the Agile redesign of customer-facing digital experiences, accessibility governance, and design system adoption. Through multiple mergers, helped mature digital experiences across multiple financial services brands while adapting customer experience strategies to significant business and organizational change.

Key Accomplishments

- Hired as the first UX professional for Check Into Cash, introducing user-centered design practices and partnering with leadership to modernize digital customer experiences.
- Designed and implemented an enterprise design system that enabled a complete redesign of Check Into Cash's digital presence while improving consistency across internal teams and third-party marketing and technology partners.
- Redesigned the online lending application and customer account experience, simplifying complex financial workflows and giving customers greater control over their personal information and funds.
- Established and governed the organization's accessibility practice by earning WCAG certification, creating standards, integrating accessible components into the design system, publishing implementation guidance, and training marketing and development teams.
- Presented UX strategy, accessibility progress, product launches, performance metrics, and design initiatives to executive leadership.
- Supported the digital integration of multiple brands through successive mergers, including designing and launching the first website for the California Check Cashing Stores (CCCS) brand.

- Reimagined the customer acquisition journey after the elimination of online lending by designing an assisted retail experience that connected online visitors with nearby stores and streamlined the in-store application process.
- Created a Google Analytics tagging strategy that uncovered customer behavior, referral sources, and conversion paths, enabling data-driven iterations that improved customer engagement and informed product decisions.
- Iteratively redesigned the retail conversion experience—from a simple lead form, to localized store information, to appointment scheduling—resulting in sustained month-over-month growth that ultimately generated more than twice the conversions and funded loans of the company's leading online lending brand, despite operating as a retail-only business.
- Initiated an enterprise AI-readiness initiative by auditing digital content and redesigning information structures and hierarchies to improve machine readability and increase visibility within AI-generated search and answer experiences.

Function AI

Atlanta, GA

Lead Product Designer • Product Strategy Consultant | November 2017 – March 2021

Partnered with the company's founders to define the product strategy and client-facing experience for an enterprise AI platform, transforming internal AI operations into a scalable platform that improved transparency, reduced support overhead, and created opportunities for future SaaS growth.

Key Accomplishments

- Partnered with the company's founders to define the client-facing product strategy for an enterprise AI platform, translating complex AI capabilities into a scalable SaaS vision for enterprise clients.
- Designed the first end-to-end client experience for an omnichannel AI platform, enabling enterprise clients to monitor, manage, and optimize AI interactions across chat, email, and voice channels.
- Identified an opportunity to transform internal operational tools into a client self-service platform, giving enterprise clients access to AI performance metrics,

reporting, conversation history, and business insights without relying on engineering support.

- Designed configurable dashboards and client workspaces that provided visibility into AI performance, customer interactions, reporting, and platform administration.
- Developed a product strategy that reduced recurring developer support requests while establishing a scalable foundation for premium capabilities, client expansion, and future SaaS revenue opportunities.
- Produced executive product concepts and low-fidelity prototypes that aligned leadership around a differentiated product vision and demonstrated how enterprise AI could become a strategic client-facing offering.

Unum

Chattanooga, TN

Senior User Experience Designer | March 2019 - July 2019

Led the user experience design of Unum's maternity benefits platform, combining longitudinal customer research with behavioral and emotional insights to create a more supportive, confidence-building experience throughout the pregnancy journey.

Key Accomplishments

- Served as Senior UX Designer for Unum's maternity benefits platform, designing digital experiences that simplified complex insurance benefits and guided members throughout their pregnancy journey.
- Developed a longitudinal research strategy that followed participants across multiple stages of pregnancy, recognizing that customer needs, priorities, and emotional states evolved significantly over time.
- Correlated usability findings with emotional indicators, including confidence and anxiety levels, revealing where emotional stress influenced user feedback and decision-making.
- Applied research insights to redesign the customer experience by introducing reassurance at key moments, emphasizing the most valuable benefits and educational content, and evolving the digital guide into a more proactive companion that increased user confidence throughout the journey.

- Identified opportunities for future product enhancements by mapping unmet customer needs across the pregnancy lifecycle, creating a research-informed product roadmap for additional features and long-term customer value.
- Partnered with Product, Engineering, and business stakeholders to translate research findings into experience improvements that balanced customer needs with organizational goals.

Fly.me

Tucson, AZ

Senior UX Designer | March 2018-Dec 2018

Designed the user experience for an early AI-powered travel platform, simplifying complex travel planning and itinerary management through intuitive workflows, reusable interface patterns, and AI-guided customer interactions.

Key Accomplishments

- Designed the end-to-end user experience for an early AI-powered travel concierge, helping define how travelers interacted with intelligent recommendations and personalized travel planning.
- Created user scenarios and interaction models that translated complex AI capabilities into intuitive, trustworthy experiences, making AI-assisted travel planning approachable for everyday users.
- Simplified the end-to-end travel booking process by reducing complexity throughout trip planning, purchase, and itinerary creation while improving usability and customer confidence.
- Designed intuitive change-management experiences that enabled travelers to easily modify itineraries, update reservations, and manage evolving travel plans without unnecessary friction.
- Worked within an early component-based design framework, applying consistent interface patterns that improved usability, scalability, and design efficiency across the platform.
- Partnered with cross-functional product and engineering teams to translate emerging AI concepts into practical, human-centered product experiences.

Simpleview

Tucson, AZ

Principal User Experience Designer | February 2014 – June 2018

Introduced user experience as a formal discipline within an enterprise SaaS organization serving 650+ destination marketing organizations, establishing foundational UX practices that transformed product development, customer collaboration, and organizational decision making across a complex portfolio of products.

Key Accomplishments

- Introduced UX as a formal product discipline, shifting product development from feature-driven decision making toward customer-centered product strategy through research, facilitation, and evidence-based design.
- Established the company's foundational UX practice, embedding research, usability testing, journey mapping, and customer validation into the product development lifecycle.
- Led UX strategy across an enterprise SaaS ecosystem supporting 650+ destination marketing organizations, including CMS, CRM, Extranet, eLearning, Mapping, Marketplace, and Convention Sales platforms.
- Reimagined customer advisory councils by transforming feature-request meetings into collaborative research partnerships through usability testing, facilitated discovery sessions, and structured product validation.
- Created a closed-loop research model by demonstrating how customer feedback influenced product direction, strengthening customer trust, increasing engagement, and improving participation in ongoing research initiatives.
- Partnered with Product Management, Engineering, Customer Success, and executive leadership to translate complex customer workflows into scalable enterprise software solutions.
- Represented the product organization at the company's annual user conference, presenting UX strategy, product innovation, and future product direction to international audiences of destination marketing professionals and industry leaders.

TentSquare

New York, NY

Product Design Lead | August 2014 - October 2016

Designed the user experience for an early creator platform that combined community networking, creator portfolios, collaborative filmmaking, and sponsored production opportunities, anticipating many of the interaction models later adopted by today's creator economy platforms.

Key Accomplishments

- Owned the UX and visual design across the platform's core ecosystem, including creator profiles, account management, collaborative workspaces, sponsored challenge microsites, video submission experiences, and community engagement features.
- Designed intuitive user journeys that connected filmmakers, creative professionals, sponsors, and production opportunities within a unified community platform.
- Worked within an early creator economy model that combined social networking, portfolio management, and crowdsourced filmmaking years before platforms such as Patreon and similar creator communities became mainstream.
- Simplified complex community interactions into intuitive experiences that encouraged creator participation, collaboration, and project engagement.
- Designed sponsored microsites, campaign experiences, and community workflows that supported branded filmmaking initiatives while maintaining a cohesive platform experience.
- Contributed to the platform that enabled the production of the independent short film *While You Were In a Coma*, demonstrating the real-world impact of the collaborative filmmaking model.

Raytheon

Tucson, AZ

Principal Senior UX Designer (Contract) | September 2012 – February 2014

Joined Raytheon as the organization's first User Experience professional, introducing UX as a formal discipline while designing mission-critical enterprise applications supporting engineering, laboratory operations, human resources, and program management. Built credibility for user-centered design through deep technical collaboration, organizational facilitation, and measurable improvements to development efficiency.

Key Accomplishments

- Hired as Raytheon's first UX professional, establishing user-centered design practices within an engineering-driven organization and demonstrating the strategic value of UX across multiple product teams.
- Led UX strategy and interaction design across a diverse portfolio of enterprise applications, including engineering collaboration tools, laboratory management systems, workforce management, project lifecycle management, data visualization, and career development platforms.
- Immersed in missile engineering, laboratory operations, and enterprise workforce management to develop the domain expertise needed to design intuitive software for highly specialized technical users.
- Partnered directly with missile engineers, scientists, software developers, operations teams, and HR leadership to translate complex technical workflows into intuitive enterprise software experiences.
- Introduced collaborative discovery and UX facilitation techniques that improved communication between business stakeholders, engineering, and product teams, reducing project rework from approximately 80% to 20% through earlier validation and shared understanding.
- Designed highly interactive executive workshops that replaced traditional presentations with experience-based exercises, increasing leadership engagement and building consensus around product strategy and organizational initiatives.

Intuit

Tucson, AZ

Principal User Experience & Visual Designer | September 2008 – September 2012

Led experience strategy for the QuickBooks Support ecosystem, applying behavioral research and service design principles to improve customer experiences while balancing operational efficiency, product adoption, and business objectives across multiple Intuit products.

Key Accomplishments

- Served as UX lead for the QuickBooks Support experience, designing customer journeys spanning self-service knowledge resources, community support, assisted service channels, and digital customer engagement.
- Redesigned the QuickBooks Knowledgebase discovery experience by introducing community tagging and article voting, generating more than 1 million user-generated tags during the first week while improving content discoverability, surfacing trending topics, and enabling customers to find relevant support more efficiently.
- Contributed UX strategy and interaction design across multiple Intuit products, including QuickBooks, Quicken, Data Protect, License Lookup, and digital marketing initiatives.
- Conducted formative usability research that fundamentally shaped my UX practice, demonstrating that observed customer behavior often differs from stated preferences and establishing an evidence-based approach to product decision making.
- Applied behavioral research to challenge organizational assumptions, using customer observation rather than opinion alone to influence product strategy and improve user outcomes.
- Identified a critical breakdown in the customer support journey where unnecessary credential collection and IVR workflows created friction for both existing and prospective customers.
- Redesigned the support experience by removing unnecessary barriers while preserving intelligent product routing, improving customer flow, increasing operational efficiency, and creating a better experience for both customers and support teams.
- Partnered with Product Management, Engineering, Customer Support, and Marketing to align customer experience improvements with business objectives and service operations.

WorldMedia.Net (WMX)

Miami, FL

Art Director | February 2008 – September 2008

Served as Art Director for a digital agency specializing in travel, hospitality, and destination marketing, leading visual design while naturally applying customer-centered problem solving, information architecture, and front-end development to solve complex business challenges and win new client engagements.

Key Accomplishments

- Led strategic website initiatives for travel and hospitality clients by uncovering underlying customer problems before proposing design solutions, shifting conversations from visual redesigns to measurable business outcomes.
- Reframed a proposed website redesign for Seven Seas Cruises after discovering prospective travelers navigated as many as nine pages before locating available cruises, revealing that information architecture—not visual design—was the primary barrier to conversion.
- Developed a comprehensive website strategy including a redesigned information architecture, more than 75 wireframes, streamlined booking workflows, seasonal landing pages, ship-centric navigation, and interactive destination exploration to simplify cruise discovery and trip planning.
- Personally presented the strategic vision to executive client stakeholders, demonstrating how improving the customer journey would deliver greater business value than a traditional visual redesign.
- Contributed to securing a \$2 million client engagement, helping establish a more strategic, customer-focused approach to agency client presentations.
- Bridged creative, technical, and executive stakeholders by translating customer observations into practical business recommendations that improved both user experience and client confidence.

Triad Retail Media

Tampa, FL

Creative Lead | June 2004 - April 2007

Joined Triad Retail Media as Employee #5, helping build one of the earliest retail media organizations by creating scalable vendor-funded merchandising programs that generated entirely new digital revenue streams for Walmart, later expanding the model to Sam's Club and Dell. Grew from an individual contributor into the leader of a 14-person design team while developing the creative systems and processes that enabled the organization to scale rapidly.

Key Accomplishments

- Joined the company as Employee #5, helping establish the creative foundation, processes, and digital experiences that supported Triad's rapid growth.
- Helped pioneer vendor-funded retail media programs that transformed Walmart.com into a new digital advertising channel, later expanding the model to Sam's Club and Dell to generate new revenue through premium vendor merchandising placements.
- Partnered with leading consumer packaged goods (CPG) brands—including Procter & Gamble, Unilever, Revlon, and other nationally recognized manufacturers—to create digital merchandising programs that aligned vendor marketing investments with Walmart's emerging retail media strategy.
- Partnered in the design of reusable campaign templates for the company's content management system, standardizing production, improving consistency, and enabling the organization to scale high-volume vendor programs efficiently.
- Built and led a team of 14 designers, evolving the creative organization from hands-on execution to repeatable, high-volume delivery while mentoring designers and establishing production standards.
- Transformed creative operations from individually produced campaigns into a scalable production model capable of supporting 50–100 vendor campaigns per week while maintaining quality and brand consistency.
- Collaborated closely with Sales, Account Management, Development, and Retail partners to deliver integrated marketing programs that balanced retailer objectives, vendor investment, and customer engagement.

Sparrow Interactive Group

Tampa, FL

eLearning Media Designer • Developer | March 2004 – February 2005

Designed and developed interactive eLearning experiences supporting corporate education and workforce development initiatives, translating complex subject matter into engaging digital learning experiences through instructional design, multimedia, and front-end development.

Key Accomplishments

- Designed and developed interactive eLearning solutions that combined instructional design, multimedia, animation, and front-end development to improve learner engagement and knowledge retention.
- Partnered with instructional designers and subject matter experts to transform complex technical and business content into intuitive, accessible digital learning experiences.
- Strengthened expertise in simplifying complex information and designing for comprehension—an approach that became foundational to my later work in user experience and enterprise product design.

Digitas

Boston, MA

Flash Experience Specialist • Designer | June 1999 – December 2003

Designed breakthrough interactive experiences during the early evolution of rich internet applications, rapidly transforming ambitious creative concepts into technically feasible customer experiences for Fortune 100 brands. Became known for rapidly learning emerging technologies and demonstrating what was possible before established patterns or best practices existed.

Key Accomplishments

- Rapidly prototyped interactive concepts that enabled creative teams to pursue ideas previously considered technically impossible, becoming a trusted innovation partner for Creative Directors and account teams.
- Designed early interactive product experiences for General Motors, including vehicle configurators, virtual product demonstrations, and immersive brand storytelling that

helped establish many of the interaction patterns now common across automotive websites.

- Created rich interactive experiences for Fortune 100 clients including General Motors, AT&T, FedEx, Fidelity Investments, Delta Air Lines, and Gillette, combining visual design, interaction design, animation, and front-end development.
- Partnered with Creative Directors, Strategists, Developers, and Account teams to translate ambitious campaign concepts into engaging digital experiences that balanced technical feasibility with creative vision.
- Developed a reputation for rapidly mastering emerging technologies and applying them in ways that expanded creative possibilities for clients and internal teams.

Toysmart.com / DisneyBaby.com

Waltham, MA

Web Designer • Front-End Developer | April 1998 - March 1999

Transitioned from traditional print design into web development, teaching myself emerging technologies while designing and developing eCommerce experiences for Toysmart.com and, following its acquisition, DisneyBaby.com. Established a pattern of continuous self-directed learning that became a defining characteristic throughout my career.

Key Accomplishments

- Successfully transitioned from traditional print design into web design and ASP-based web development, rapidly expanding from visual design into full front-end implementation.
- Taught myself Macromedia Flash and introduced rich interactive experiences to Toysmart.com, helping expand the company's digital capabilities during the early evolution of interactive web applications.
- Continued developing interactive experiences for DisneyBaby.com following Disney's acquisition of Toysmart's assets, adapting quickly to a new brand and technical environment.

- Combined design, development, animation, and emerging web technologies to create engaging customer experiences while continually expanding technical capabilities through self-directed learning.

Next Generation

Waltham, MA

Graphic Designer • Production Artist | September 1997 – May 1998

Began my professional design career producing high-volume print advertising for national and local newspaper publications, rapidly developing production expertise in an intense, deadline-driven environment. Built a reputation for learning quickly, continuously improving performance, and embracing increasingly complex work—establishing a pattern of self-directed growth that would define my career.

Key Accomplishments

- Produced 400–600 print advertisements per day for national and regional newspaper publications while balancing demanding production schedules, uncompromising quality standards, and daily press deadlines.
- Entered the role with limited production experience and rapidly mastered professional publishing workflows, evolving from struggling to meet expectations into one of the team's highest-performing designers within the first several months.
- Developed exceptional speed, attention to detail, and process discipline while managing extremely high production volumes without compromising quality.
- Established an early pattern of continuous learning and adaptability that later enabled successful transitions into web development, interactive media, user experience, product strategy, and AI-driven design.

Education

University of North Florida
Bachelor of Fine Arts (BFA), Fine and Studio Arts
1992 – 1996

Certifications

- UX Certificate — Nielsen Norman Group (Completed May 10, 2018)
- Certified in Web Content Accessibility Guidelines (WCAG) (2019)
- Contentsquare Certified — Contentsquare (December 2023)

Technology

Figma • Sketch • Adobe Creative Cloud • Adobe Firefly • FigJam • Miro • Contentsquare • Google Analytics (GA4) • HTML/CSS • JavaScript • Jira • ChatGPT • Gemini • AI-Assisted Design • AI Workflow Optimization • Prompt Engineering • Design Systems • WCAG Accessibility • User Research • Wireframing • Prototyping