TRACY NUNNALEY

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EXPERIENCE

AVP Design System Lead, Experience Design
Moody's Investors Services | Charlotte, NC (2022-present)

Senior UX Designer, Design Systems
Moody's Investors Services | Charlotte, NC (2021-2022)

Product Designer, AVP
Wells Fargo | Charlotte, NC (2015-2021)

UI Designer / Front End Developer
Flying Bridge Technologies | Charlotte, NC (2011-2015)

Responsible for the design and front-end development (HTML, CSS, javascript of User Interfaces and Interactions.

Additional Experience

Art Director
HealthAnswers | Reston, VA (2 years)

Web Designer
HealthAnswers | Reston, VA (2 years)

EDUCATION

BFA in Graphic Design
Massachusetts College of Art and Design
Boston Massachusetts

DESCRIPTION

Dedicated resource for the internal design system, Blue. I create resources to conceptualize new components and patterns, document component usage guidelines, provide art direction on adherence to the design system, and collaborate with developers on the creation and evolution of the design system.

I create and maintain the backlog of components in progress, collaborating with the Product Owner to prioritize the work against scrum deliverables and timelines.

Systems-thinking through the creation and contribution of scalable components in the new Wells Fargo digital design system. These components are based on researched best practices and align to enterprise brand direction.

Collaboration on cross functional team of Interaction Designers, Content Strategists, Front end & CMS Development, Product and Line of Business partners, Enterprise Brand experts, Accessibility experts, Legal and Compliance.

Conducted series of in-depth workshops with client and stakeholders to analyze current website functionality and user experience. Included an analysis of current traffic, bounce rates, conversion rates, exit pages and competitors.

Identified deficiencies and provided specific opportunities to better target user personas including improvements to search capabilities, membership and checkout process, search engine optimization and social media integration.

Accelerated back end development timeframe by creating wireframes detailing the site's three potential user checkout processes. Project delivery allowed client to showcase finished site at industry trade show.

KNOWLEDGE

Figma
Framer
Miro
HTML
CSS
Sketch
Invision
JIRA & Confluence
Adobe Creative Suite
Sublime
Atom
FileZilla
Articulate Storyline
Microsoft Office Suite (Word, Excel, Powerpoint)
Bootstrap
WordPress
Axure

CAPABILITIES

Responsive UI design
Design system development
User experience design
Wireframing
Prototyping (Invision and HTML)
HTML email
Agile project management
Identity and branding design
Print design
Environmental design & signage
Digital photography
SEO best practices
AA/AAA accessibiity standards