



TRACY BARMORE

PRODUCT DESIGN LEAD

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Austin, TX

EXPERIENCE

UX LEAD, GEMINI RESPONSE ADAPTATION

Google - Gemini AI
Austin, TX | 2023 - Present

Design Lead for Gemini AI Response Adaptation at Google, focused on how might Gemini responses change depending on the device, context, and modality that a user could be using when engaging with Gemini. By leaning on UX Research and previous user usage insights from Google Assistant, I developed, with Content Design, best practices and UX Guidelines for Gemini response length and structure. I collaborated with Engineering and Product to evaluate current Gemini AI model variations available to understand UX gaps and opportunities for how the models would need to evolve to meet our Response UX Guidelines. These Guidelines have become one of the most referenced best practices for other designers seeking to modify responses for their own use cases across Gemini.



UX LEAD, PROACTIVE ASSISTANCE

Google - Assistant on Wearables
Austin, TX | 2023

Proactive Assistant on Wearables Design Lead that focused on how might Google Assistant anticipate users' needs by providing them with their most important, timely, and contextual information in glanceable, useful, and actionable ways. Collaborated with WearOS, Assistant Product, and Pixel Watch teams to deliver high quality, consistent, and helpful Proactive experiences on the Sept 2023 Pixel Watch launch by identifying proactive avenues, enhancing proactive content, investigating API evaluations to understand UX constraints, conducting UX launch quality audits, and partnering with UX Research to run usability studies and gain early insights through internal testing surveys. I also influenced 2024+ cross-Product Area roadmaps and strategy by spearheading strategic UX partnerships, conducting UX audits, and facilitating brainstorming workshops that resulted in cross-org partnered OKR creation for the following year.



UX LEAD, BROWSY SEARCH

Google - Search Guided
Mountain View, CA | 2021-2022

As the UX Design Lead for Browsy Search, I led UX for a more browsable Search experience to aid users in browsing when they come to Search to browse, learn, explore, and seek inspiration when there is not a single right answer to be found on Search. I led the UX team in evolving the Browsy Search Web Results Framework. I was the lead UX design partner for our cross-functional partners, addressed user needs gaps and product opportunities in the current experience by spearheading product excellence initiatives, defining and launching a series of learning experiments to study the effects of the UI changes, and defined and evangelized a series of Browsy framework enhancements to evolve the experience to be more scannable, parsable, and continuous.



DESIGN LEAD, TWITTER EXPLORE

X, Formerly Twitter - Explore
San Francisco, CA | 2020 - 2021

Design Lead for the Explore surface area of Twitter, leading efforts to redefine the Explore surface area's purpose to achieve our customer's goals around Interests Discovery and Connection. By hosting a series of cross-functional workshops to discover, understand, and align on customer needs, centralize and review previous research, understand current Discovery product offerings from Twitter and competitors, align on our current metrics and collected ML signals, and also provide interview opportunities to understand partner needs from ML, Monetization, Health, and Sales Partnerships. Provide concepts with diverging strategic signals, assist Research in concept evaluations, and gain alignment on a new strategic direction for Explore.

PRODUCT DESIGNER, AD FORMATS

X, Formerly Twitter - Ad Formats

San Francisco, CA | 2018 - 2019

Embedded Product Designer for Twitter's Ad Formats design team working to operationalize the Jobs to Be Done framework as the pilot team for wider adoption within Twitter. Designed, iterated, and launched the Carousel ad product for both Website Clicks and App Installs/ Reengagement advertising objectives. Co-Facilitated Design Sprints for new ad format ideation for Mobile App Promotion formats that would aid in future roadmap informing.

DESIGN SYSTEM LEAD, GROMMET

Hewlett Packard Enterprise - Grommet.io

Palo Alto, CA | 2015 - 2018

Work on the most advanced open source UX framework for enterprise applications, called Grommet, by bringing consumer-grade interfaces to the enterprise in the shape of a design system. Create, publish, and maintain Grommet's design style guides. Engage with the community on Grommet's design patterns, visual /interactive design component enhancements, Web Content Accessibility Guidelines (WCAG), and mobile first design best practices. Conduct usability testing via Guerrilla testing method to receive continuous feedback on Grommet patterns, design language, and their underlying components.

UX DESIGNER, HPE HYPER CONVERGED

Hewlett Packard Enterprise - HPE Hyper Converged

Palo Alto, CA | 2015 - 2017

Worked with development teams on next-generation product offering to create consistent, elegant, and modern user interfaces for HPE Converged and Hyper Converged software products. Developed personas, wireframes, storyboards, and mockups to effectively communicate interaction and design concepts. Created and owned the UI Design for post-v1 HPE Hyper Converged 380 (HC380).

UI DESIGNER, SALES & MARKETING ANALYTICS

Intel Corporation - Sales & Marketing Insights & Analytics

Santa Clara, CA | 2014 - 2015

Worked with Intel senior executives to understand business needs and requirements for executive sales and marketing dashboards to enable optimized analytics. These dashboards and data visualizations provided insights to Intel's global revenue, marketing, product consumption, and sales conversion data. UI designs visual delivered through high-fidelity mockups utilizing Adobe Photoshop and Illustrator.



DESIGN LEAD, AD FORMATS

X, Formerly Twitter - Ad Formats

San Francisco, CA | 2019 - 2020

Ad Formats Design Lead that focused on design team velocity, quality, health, and growth. Produced and facilitated workshops, brown bags, and learning opportunities for Ad Formats Impact, Twitter Revenue Strategy, and Accessibility Design Best Practices. Led Screen Reader Accessibility efforts across our Cards Framework (a framework used to scale and produce all cards used on Twitter) by defining a systematic approach to delivering strings for screen reader assistive technologies to utilize. Also, led design from Discovery to Concepts to Iteration on additional features to our Carousel ad product, mentored designers for our Pre-Roll Redesign effort, and provided coaching opportunities for many format optimization experiments that led to millions in increased revenue.

UX DESIGNER, HPE ONESPHERE

Hewlett Packard Enterprise - HPE OneSphere

Palo Alto, CA | 2017 - 2018

Partnered with HPE's Head of Design to create HPE's next wave of innovative software, HPE OneSphere. HPE OneSphere built, operated, and optimized hybrid IT workloads running across public and private cloud providers. Worked with the Head of Design on product design, aligned with Product Management on customer experience and product strategy, and communicated to HPE Engineering and UI Development teams visual and interaction design through high-fidelity prototypes utilizing Sketch + Craft + InVision.

FREELANCE DESIGNER

Tracy Barmore Design

2008 - 2017

Freelanced for customers worldwide for over 8 years. Design services included branding, icon design, websites, blogs, mobile applications, information Architecture, print design, and advertising.

EDUCATION

Master of Science








University of Houston | May 2013



Bachelor of Business Administration

Texas A&M University | May 2011

SPEAKING EVENTS & PUBLICATIONS

Assistant GenUI with LLMs UX Narrative & Speaker Google December 2023		
2+ Year Saves as a Primitive UX Narrative & Speaker Google March 2022		Curating with Creators UX Narrative & Speaker Google July 2022
Twitter Able BRG Accessibility All-Hands Speaker X, Formerly Twitter October 2020		Browsy Search Lightening Talk Google December 2021
"Grommet - A ReactJS Based UX Framework for Accelerated UI Development" Whitepaper Hewlett Packard Enterprise September 2017		How Twitter Makes Money 101 - New Hire Orientation Presenter X, Formerly Twitter December 2019 - September 2020
"3 Ways Grommet.io Changed the Game at HPE Design" Case Study InVision June 2017		"InVision Design+ Scale" Panelist InVision June 2017
"HPE Women in Tech" Interview Hewlett Packard Enterprise March 2017		"Ask a UXpert" Interview Adobe Creative Cloud April 2017
"Why You Should be Friends with Your Style Guide" Article Grommet.io February 2016		"UX Design Summit" Speaker Hewlett Packard Enterprise June 2016

AWARDS & MENTIONS

Search & Assistant VP Spot Bonuses for Design Excellence Google December 2021 and December 2023		
Design Team Principle Award Nominee X, Formally Twitter December 2019 and August 2020		"Turns Chaos into Beauty" Search Experience Award Google May 2022
HPE Women's Excellence Award Nominee Hewlett Packard Enterprise April 2017		Design Sprint Facilitation Certificate AJ&Smart October 2018
IT Division Recognition Award Intel Corporation January 2015		SUS Score "A" Rating, HPE Hyper Converged The System Usability Scale (SUS) March 2017
		Department Award for Exceptional Design Intel Corporation December 2014