

TRACE OROZCO

Systems thinker and multi-disciplinary designer

People lean on me to help them see the big picture and take action. I specialize in building scalable design systems, optimizing design operations, and driving great UX and product experiences. My expertise spans from strategic design leadership to hands-on execution, ensuring efficiency and impact at scale.

RELEVANT EXPERTISE

STRATEGY

- Product & UX strategy
- Design systems infrastructure
- End-to-end product discovery
- Creative & design strategy
- Stakeholder & client relations

OPERATIONS

- Design operations
- Workflow optimization & delivery
- Cross-functional leadership with designers, engineers, and PMs
- Process documentation & implementation
- Continuous improvement frameworks

DESIGN

- UX & product design
- Design systems & component libraries
- Visual & brand design
- Design tooling (Figma, Sketch, Adobe CC)
- Media tooling (After Effects, Da Vinci Resolve)

RECENT EXPERIENCES

Currently designing systems and web experiences at Tiller Digital across SaaS and AI-driven platforms. With over 10 years in the design and creative industry I've held roles in design operations, product and brand design, UX, design systems, and design leadership.



Strategy | Design System | UX | Customer Discovery | Product Design 2023-PRESENT

Led **customer discovery and UX research** for an energy management app. Drove product evolution through workshops, interviews, and usability testing.

Established Jotson's first design system, ensuring consistency in experience across the app, website, and in marketing. Developed a scalable **illustration system** and modernized the brand's visual identity. Continually collaborate with design and engineering teams to refine UX and implement new insights into product features.



Design Operations | Design System | Strategy | Brand Design 2022-2023

Played a **key role in establishing Helcim's first comprehensive design system**, ensuring scalability and consistency across product, web, and marketing channels. **Led design operations** for the brand design team, optimizing workflows and overseeing creative execution for campaigns, marketing assets, and product visuals. Enabled collaboration and high-quality brand experiences, supporting Helcim's rapid growth from 50 to 120+ employees.



Product discovery | LLM Design | AI UX | Information Architecture 2024

Led **product discovery and UX research for an LLM-based research app** specializing in large regulatory data cross-analysis. Defined and prioritized key features through design sprints, aligning user needs with business goals. Collaborated with leadership and the CTO to **deliver the MVP** while bridging design and development, ensuring a cohesive and scalable design strategy.



Design System | Information Architecture 2024-PRESENT

Rebuilding Parasoft's design system to improve usability and consistency. The previous library lacked key properties and missed evolving patterns, leading to inconsistencies. I'm overhauling it into a functional, interactive library that enables a distributed team to create cohesive designs across all touch points.



Art Direction | Web and Brand Design 2024-PRESENT

Refined WaitWell's UX and UI design approach, ensuring a cohesive translation of the brand and their product's usability in public-facing marketing materials. Improved interaction design and accessibility leading to a **30% increase in organic web traffic**.



Strategy | Information Architecture | UX 2024-PRESENT

Leading the UX and design strategy for the overhaul of Pearson Canada's K-12 website, **restructuring the information architecture of 1,300+ pages** to streamline navigation and improve the online purchase journey.