TRACY LINDSTROM

Staff UX Designer | UX Strategy, Research & Design Leadership

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I lead UX strategy for complex enterprise tools, especially the finance, pricing, and data platforms people rely on to make business decisions. At Walmart, Sam's Club, and Cox Automotive, I've partnered with product, engineering, and business leaders to turn dense data into experiences people understand, trust, and adopt. My work starts with people, through interviews and usability testing that reveal where friction lives, then connects those insights to business outcomes, cross-team alignment, and the standards and mentorship that help a design practice scale.

IMPACT AT A GLANCE

- **Walmart Finance Innovation:** Visualized realistic concepts for AI integration in Finance Data Hub, which serves all four business units. Those concepts led to the full design and integration of AI in FDH, now at 87.5% user satisfaction.
- **Walmart Accounts Payable (EPIC):** Designed a new imports platform from scratch, replacing 20-year-old software, for 48M invoices/year and $1.5B in reconciliation risk. Satisfaction: 2.69→6.14/7.
- **Sam's Club Merchandise:** Restarted merchandising usability research from scratch. Shipped 4 features resolving core adoption blockers for a pricing tool managing 83M annual price changes.
- **Cox Automotive:** Dealer research reframed product strategy from author efficiency to stakeholder visibility. Achieved 6.25/7 communication effectiveness and 4.3→5.8/7 satisfaction.
- **Standards, Frameworks & Mentorship:** Established research playbooks, a repeatable usability testing framework, and design system guidance still in use 2+ years later. Built career development playbooks and competency trackers, and mentor emerging designers through the University of Arkansas.

EXPERIENCE

Contract Staff UX Designer June 2026 – Present

Cox Automotive (VINSolutions), Remote, Bentonville, AR

- Conducted dealer research that surfaced a critical strategic opportunity: stakeholder visibility mattered more than internal process efficiency. Reframed product direction with cross-functional stakeholders, shifting both what we built and how we measured success.
- Delivered research findings within 4 weeks of mid-project entry, translating user feedback into 8 core feature requirements. Identified systemic gaps in governance, release visibility, and terminology that were blocking adoption, and escalated them to the right owners.
- Launched product achieving measurable results: 6.25/7 communication effectiveness, satisfaction 4.3→5.8/7, usability 5.3→6.0/7. Product marketing and business development teams are using it at scale to coordinate stakeholder communication.
- Currently designing configuration and data visualization interfaces for COAT (Cox's integration layer), translating complex data relationships and hierarchies into clear interfaces for implementation teams managing technical systems at scale.

UX Subject Matter Expert & Instructor (Part-Time) 2026 – Present

University of Arkansas Global Campus, Professional and Workforce Development

- Lead the Foundations in User Experience program: update the 120-hour self-paced curriculum to current industry practice, review each student's final portfolio one-on-one, and advise faculty on industry standards.

Senior UX Designer/Experience Strategist May 2025 – May 2026

Sam's Club, Bentonville, AR

- Secured cross-functional buy-in to restart usability research in merchandising after years without a structured practice, building a repeatable testing framework from scratch. Discovery with merchants revealed core blockers to adopting Fusion Pricing (83M annual price changes) and shaped product direction and priorities.
- Shipped 4 production features in partnership with product and engineering that resolved core adoption blockers. Achieved 6.4/7 usability and 6.2/7 satisfaction across delivered work.

- Presented Living Design 3.5 governance to Sam's Club's SVP and CPO, aligning senior leadership on design standards. Created people leadership resources for the design team, including career development playbooks, competency trackers, and AI workshops.
- Defined requirements for a new dashboard projected to recover $20 million in annual inventory (validated through user testing, awaiting full-scale pilot results).

UX Designer III Sept 2023 – May 2025

Walmart Global Tech, Bentonville, AR

- Used existing capabilities across Walmart AI to visualize realistic concepts for AI integration into Finance Data Hub. Those concepts led to the full design and integration of AI into FDH systems, which achieved 87.5% user satisfaction.
- Led discovery research for a technology cost dashboard tracking operational, maintenance, and labor costs across 3.67M monthly cost records. Gained key insights from executives who had historically been difficult to engage, informing how the dashboard supports technology investment and total cost of ownership decisions.
- Designed EPIC from scratch, a new accounts payable imports platform replacing 20-year-old software that was being sunset (48M invoices/year, $1.5B reconciliation risk). Usability testing lifted satisfaction from 2.69→6.14/7, and its patterns became reference standards for enterprise finance tools.

UX Design Apprentice Sept 2022 – Sept 2023

Walmart, Bentonville, AR

- Designed desktop and tablet layouts for Walmart's succession planning platform used to manage conversations and strategic direction of C-suite and executive-level resources. Brought senior leadership back to digital workflows after they had abandoned the tool for pen and paper. Targeted 80% reduction in 200 hours of manual preparation per review cycle.
- Contributed discovery research for a platform replacing 3 legacy HR systems serving 340,000 global associates, informing how the new system would streamline processes at scale.
- Promoted directly to UX Designer III upon completion of the 12-month apprenticeship program, skipping the UX Designer II level.

VOLUNTEER

Rotary International

President Elect – *Rotary Club of Bentonville Connect* Present – June 2027

Rotex Coordinator – *Rotary District 6110* Jan 2025 – Present

Member – *Rotary International, Bentonville Club* Aug 2023 – Present

SKILLS

What I Do:
Design strategy and leadership; qualitative and quantitative research; usability testing; interaction design for data-dense finance and enterprise systems; AI-informed design; design systems; stakeholder alignment; design mentorship

Tools & Technical Skills:
Figma (including Make and accessibility features), Mural, Jira, Adobe Suite, Confluence, Claude and AI-assisted design workflows; qualitative and quantitative research methodology; Storybook for design systems and component libraries; understanding of design tokens, APIs, and front-end feasibility

Standards & Leadership:
WCAG 2.2 AA accessibility; design governance; scaling research practices and mentoring designers; curriculum development and portfolio review; systems thinking; designing for technical audiences

EDUCATION & CERTIFICATIONS

BS, Digital Technology & Design, Arkansas State University Exp. Graduation 2027

AAS, Graphic Design, NorthWest Arkansas Community College 2022

Certificate, Project Management, Spelman College 2023

Certificate, Integrated Design, NorthWest Arkansas Community College 2022