



I'm a software developer who transitioned from a career as an economics professor, bringing a deep analytical foundation and a creative, systems-level approach to problem solving. I've worked nearly three years as a software engineer in SaaS, and I also co-founded a real estate start-up focused on making homeownership more accessible. I'm driven by curiosity, energized by complex challenges, and always learning with the goal of building thoughtful, high-impact solutions.

EXPERIENCE

Real Magic, Inc / Levitate

Software Engineer (May 2021- Apr 2024)

SaaS "Happiness Platform" for authentic, scalable client outreach

- Built and enhanced features in the React + TypeScript frontend, including personalized emailing, scheduling, social media content creation, automations, surveys, and multi-channel outreach, on a unified communication and marketing platform for small and mid-sized businesses.
- Partnered with backend engineers to extend C# services, augment existing APIs, and contribute database logic that supported new front-end functionality and integrations.
- Collaborated on REST API integrations built in Node.js with MongoDB, expanding data access patterns and ensuring smoother consumption for the frontend.
- Developed the front-end side of integrations across multiple categories — email servers (e.g. Gmail, Outlook), social media platforms (e.g. Facebook, LinkedIn), automation tools (e.g. Zapier, Mailchimp), and CRMs (e.g. Wealthbox, Salesforce) — broadening Levitate's reach across communication channels.
- Partnered with content curation, product design, and product success teams to rapidly iterate features, aligning with customer needs.
- Worked within a team-based Git workflow (branching, code reviews, pull requests) with automated builds in GitHub, ensuring consistent quality and smooth deployments across environments.

tfMortgage powered by MORTY

Mortgage Loan Officer (May 2025 -present),

Licensed In NC & CA NMLS#2681158

- Provide mortgage solutions within Morty's tech-forward marketplace of 25+ lenders, specializing in first-time buyers and co-buyers.

Castles & Hearts

Co-Founder (Sept 2024 - present)

- Co-founding a platform aimed at revolutionizing real estate transactions by enabling collaborative homeownership and investment.
- Contribute to product development, technical strategy, and user experience design, while driving early adoption and market positioning.
- Blend economic analysis and software development expertise to identify scalable features and business models.

Duke University - Economics Department

Visiting Asst Professor, Research Scholar, Associate Director of Undergraduate Studies (2006 – 2017)


- Designed and taught courses in Health Economics and related subjects.
- Directed communications and departmental IT projects, including a CMS overhaul adopted widely across the university.
- Managed undergraduate programs, advising, and curriculum evaluation.

Yale University - Dept of Epidemiology and Public Health

Associate Research Scientist (2000 - 2006)

- Co-investigator on grants totaling over \$10M.
- Published 20+ scholarly articles in health policy, economics, and medical journals.

CONTACT

 (919) 597-8626

 tracy@castlesandhearts.com

 linkedin.com/in/tracy-falba

 github.com/tfalba

SKILLS

- JavaScript, TypeScript,
- HTML5, CSS
- React, C#, Python, Django,
- AJAX, GitHub, AWS, Mongo, SQL
- Stata, SAS
- Google Firebase

EDUCATION

Stanford University

Ph.D. In Economics (2000)

National Science Foundation Graduate Fellow

University of CA San Diego

B.A. In Economics (1993)

Summa cum laude