

Tracy Reppert

UX Researcher

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General Assembly, San Francisco, CA — UX Design Student

September 2016 - November 2016

Recent projects include UX redesign of California's Department of Justice Open Data source of criminal justice data from 1,000 agencies; created a media strategy to drive traffic; UX redesign of Hunter's Point Shipyard Artist's site, for largest artist colony in the U.S.

International AIDS Society, San Francisco, CA — Communications Specialist

April 2016 - July 2016

Created PR materials, edited top publications in global health research.

Dream Corps, Oakland, CA — Communications Director

August 2015 - April 2016

Directed national press campaigns for criminal justice reform and tech training for low-income kids. Wrote articles for *CNN.com*. Placed articles in *The Washington Post* and *The San Francisco Chronicle*. Wrote a weekly blog, interviewing activists like founder Van Jones and Robert Reich. Cultivated a social media presence.

Industrial Logic, Berkeley, CA — Quality Assurance Manager, Communications Manager

2003 - 2015

As QA Manager, performed data quality analysis for this Modern Agile Consultancy using a front-end app, analyzing user behavior of Web site and making recommendations to drive traffic toward new products. Analyzed student usage of elearning to spot trends and increase engagement. As Communications Manager, led PR team and organized national and international industry events.

Freelance Writing, San Francisco, CA — Editor/Reporter for Publications, Content Creator for Startups

1998 - 2001

PC Magazine, New York, NY — Online Editor

1996 - 1998

NY Weekly, New York, NY — Managing Editor

1995 - 1996

SKILLS

User Research
Competitive Analysis
Brainstorming Features
User Testing
Content Creation/Strategy
Promotion Strategy
Brand Messaging
Information Architecture
Wireframes
Sketch 4
Pencil & Paper

EDUCATION

St. John's College, Santa Fe
B.A., Double Major,
Philosophy and History of
Mathematics and Science

General Assembly, San
Francisco
UX Design Immersive

PUBLICATIONS

Wrote articles for *The New York Times*, *The San Francisco Chronicle*, *PC Magazine*, and *CNN.com*

Wrote Medium blog read by 25,000

Wrote "The Art of Celebrating," Vendome Press (October 25, 2016)