

# TRACY H. WANG, PHD

## MIXED METHODS UX RESEARCHER

UX Researcher with 15 years of experience in human memory and attention research. I use the skill-set of a cognitive neuroscientist towards my qualitative and quantitative UX approaches. I understand the science of how people work. Having authored over 17 peer-reviewed publications in scientific journals, I'm a proven expert in research design, data analysis and science communication.

### CONTACT

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[PubMed](#)

### EDUCATION

#### PhD 2011-2013

Brain and Behavioral Sciences  
The University of Texas at Dallas

#### MS 2006-2010

Neurobiology and Behavior  
University of California, Irvine

#### BA 2000-2004

Cognitive Neuroscience  
Claremont McKenna College

### SKILLS

Matlab, R, SPSS, Python  
Git

Psychtoolbox, Cogent  
Eyetracking

Adobe Illustrator  
Adobe Photoshop

Mandarin Chinese  
(Conversational)

### FREELANCE UX RESEARCH CONSULTANT

2020-Present

- Designed UX research plan for SMB in Austin, TX. Conducted structured interviews, synthesized outcomes for brand and new product assessment, and made recommendations for mobile app development considerations.
- UX/Client Program manager for a promotional merchandise sourcing company located in Los Angeles, CA and Yiwu, CN. Designed and implemented program for onboarding and retention of client sales.

### MANAGING PARTNER/UX RESEARCHER

Wild Wild Westie, LLC 2012-Present

- Founded annual dance event in Dallas, TX bringing in ~150K gross profit. Grew event from ~100 to >1000 participants in 8 years (cycles) through use of surveys and demographic analysis for market share insights and creative programs.
- Directly managed branding, staff and contracts, sponsorships and social media marketing (Facebook, Instagram and Youtube Channel).
- Due to 2020 COVID-19 pandemic, led efforts to rapidly and creatively pivot to a new virtual platform expanding relationships with peer organizations and creating teaching/social opportunities which brought in ~10K gross profit.

### POSTDOCTORAL RESEARCH SCIENTIST

University of Texas at Dallas 2013-14; University of Texas at Austin 2014-19

- Received prestigious fellowship (2016-2019, \$188K) from National Institutes of Health (NIH), top 10% applicant. Resulting research highlighted in major media outlets such as New York Times, Gizmodo and local tv news and radio.
- Led development and implementation of research using behavioral, functional magnetic resonance imaging (fMRI) and EEG methodology. Used novel ML techniques on large datasets of brain images to identify patterns of brain activity associated with memory performance.
- Taught Cognitive Psychology course with statistics and analysis module. Communicated research at major national conferences with presentations and invited talks.

### GRADUATE RESEARCH FELLOW

University of California, Irvine 2006-10; University of Texas at Dallas 2011-13

- Received prestigious fellowship (2007-2009) from National Institutes on Aging (NIA). Resulted in 10+ publications contributing to foundations of memory and AD research.
- Led development of research using imaging technologies in older (65+) and younger adults. Managed and trained recruitment and neuropsychological interview teams for EEG and fMRI studies. Interviewed hundreds of older and younger adults and established best practices for older adult recruitment.