

# TRACY H. WANG, PHD

## MIXED METHODS RESEARCH MANAGER

Human Insights Leader with 15 years of academic research experience in human memory and attention. Drawing on the skill set of a cognitive neuroscientist, I use qualitative and quantitative research approaches to measure customer and user experience and deliver actionable insights. I manage research programs with strategic vision while attending to tactical details. As an author for over 17 peer-reviewed publications, I'm a proven expert in research design, data analysis and insight communication.

### CONTACT

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[Portfolio](#)

[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

### METHODS

#### Quantitative:

Survey  
A/B Testing  
Advanced Analytics and  
Statistics

#### Qualitative:

In-depth Interviews (IDIs)  
Usability testing  
Card Sorting  
Affinity Mapping  
Journey Mapping  
Persona Validation  
Co-Creation Workshops

### SENIOR RESEARCH CONSULTANT

Microsoft, Azure Engineering CXP through Course5i, 2021-Present

- Responsibilities include planning, conducting and delivering end-to-end CXP research to Azure Engineering internal stakeholders.
- Managed supplier teams for deployment of large semi-annual quantitative benchmark CXP CSAT survey program, recruitment of hard to source, verified professionals for IDIs, and facilitation of report creation under short timeline conditions.
- Conducted IDIs to find the Voice of the Customer: relating customer journeys, unmet needs and customer pain points to influence product roadmaps across Azure.
- Delivered quantitative expertise, improving research rigor and precision to the benchmark survey and identified areas for overall improvement, impacting future planning.

### RESEARCH CONSULTANT

Freelance, 2020

- Conducted end-to-end research for SMB and B2B Clients, including:
  - SMB in Austin, TX: Conducted IDIs to evaluate new product, branding and mobile app development and delivered to C-suite stakeholders.
  - Promotional merchandise supplier (B2B) located in Los Angeles, CA and Yiwu, CN. Designed and managed CX program for sales teams in China for onboarding and retention of North American clients. Conducted IDIs to evaluate CXP with focus on unmet needs.
  - Digital Health App: Evaluated need and designed research plan for older adult usability studies for a digital retirement mobile app and served as UX Research Consultant for an NIH SBIR Grant.

### SENIOR RESEARCH SCIENTIST

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

- Awarded prestigious fellowship (2016-2019, \$188K) from the 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.
- Lead Researcher for neuroimaging projects managing cognitive neuroscience research using fMRI and EEG methodology. Applied ML approaches to classify large datasets of brain activity to uncover novel insights on how people curate memories.
- Taught Cognitive Psychology with statistics and analysis module. Communicated research at national conferences via talks and presentations.

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## MIXED METHODS RESEARCH MANAGER



### SKILLS

Matlab, R, SPSS, Python  
Git, Tableau, PowerBI

Microsoft Project, Office365

Psychtoolbox, Eyetracking

Qualtrics, SurveyMonkey,  
Google Forms

Adobe Illustrator, Photoshop

Mandarin Chinese  
(Conversational)



### ACTIVITIES

Women in Research (WiRe) 'mentorship program' mentee and invited participant for WiRe Accelerate Program.

Established [annual scholarship program](#) for dance education skill learning, and community building for college students.

Founded '[AI mentorship program](#)' connecting dance professionals with competitive dancers to build community leaders, skill training and future planning

### Professional Organizations

Society for Neuroscience  
Cognitive Neuroscience Society  
UX Professionals Association  
BayCHI Member

### PHD RESEARCH FELLOW

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

- Awarded prestigious fellowship (2007-2009) from the National Institute on Aging (NIA). Resulted in 10 + publications contributing to foundations of memory and AD research.
- Lead Researcher for EEG and fMRI studies studying human aging on memory. Managed recruitment and neuropsychological interview teams resulting in hundreds of older (65+) and younger adult interviews.

### OTHER ROLES

### MANAGING PARTNER

Wild Wild Westie, LLC 2012-Present

- Founded annual dance event in Dallas, TX bringing in ~150K gross profit. Grew event from ~100 to ~1100 participants in 8 years (cycles) through use of surveys and demographic analysis for market share insights and creative programs.
- Directly managed programming, [website](#), branding, staff and supplier contracts, sponsorships and social media marketing ([Facebook](#), [Instagram](#) and [Youtube Channel](#)).
- Responsible for content and event programming. In 2021, created Diversity, Equity and Inclusion Program - establishing company value statement, advisory board and internal audit of historical diverse hiring practices and establishing future DEI targets.

### UX RESEARCHER (VOLUNTEER)

UX Rescue, Autism Spectrum Disorder Visuals Team 2021 - Present

- Conducted IDIs to define product features for prototype creation of an inclusive and accessible database to co-create customisable visuals supporting autistic children and their communities.
- Led grant writing efforts with primary stakeholder, documenting background and motivation to lay foundation for future funding.

### EARLIER EXPERIENCE

Lecturer, University of California, Irvine (2006-2008)

Research Associate, Washington University in St. Louis (2004-2006)