

# TaraZepel

Data Scientist and Designer | San Francisco, CA  
tarazee@gmail.com | 864.423.7319 | tarazepel.com | linkedin.com/in/tarazepel

## EXPERIENCE

---

INSIGHT DATA SCIENCE, Palo Alto, CA | JAN 2018 – PRESENT

Data Science Fellow

- Consulted for a start-up mobile app that allows users to aggregate and save beauty products in custom collections.
- Identified trends in sparse user and product data to drive product development and marketing strategy.
- Translated observations in data to simple UI recommendations for A/B Testing.
- Worked with CEO to strategized future data collection and cleaning.

SOFTWARE STUDIES LAB, San Diego, CA | SEP 2009 – DEC 2014

Graduate Researcher

- Collaboratively developed an open source software for analyzing and visualizing large collections of image-based cultural data ([@ImagePlot](#)).
- Gathered and cleaned data on image sets ranging in size from 12 to 1 million.
- Measured visual style and metrics of paintings, video, and advertisements.
- Communicated insights to challenge traditional humanities categorizations.

CAL POLY, San Luis Obispo, CA | SEP 2015 – JUN 2016

Adjunct Faculty

- Designed project material and syllabi for undergraduate media arts & technology courses.
- Instructed and held the attention of groups of 30+ students.
- Mentored 90+ students to develop and complete projects spanning diverse topics.

UNIVERSITY OF CALIFORNIA SAN DIEGO, San Diego, CA | SEPT 2009 – DEC 2014

Senior Writing Instructor

- Taught writing and practical communication to 250+ undergraduate students.
- Collaborated with administration to develop strategic planning, assess material and identify strengths and weaknesses in 10+ classes.
- Oversaw evaluation and teaching feedback for 30+ graduate students.

## EDUCATION

---

UNIVERSITY OF CALIFORNIA SAN DIEGO | SEP 2010 – JAN 2018

Ph.D. in Art History, Theory & Criticism (Contemporary Data Visualization)

DUKE UNIVERSITY, Durham, NC | SEP 2002 – MAY 2006

B.A. in Literature

## SKILLS

---

LANGUAGES: Python, HTML, SQL

TOOLS: Pandas, Numpy, SciKit Learn, Adobe Creative Suite

VALUES: Critical thinking, communication, project management