TaraZepel

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SUMMARY **Creative problem solver** with 10+ years' experience developing data-driven products and content with a focus on visual insight and communication. Strong record of innovation and building connections between different departments, ways of thinking, and ideas.

SKILLS

- Product Management & Development
- Project Management
- Data Analysis & Visualization
- Communication

- Leadership
- Research & Documentation
- Strategic Thinking
- Agile/Scrum practices
- UX/UI Design

- Adobe Creative Suite, Figma
- Python, SQL, OpenCV
- MS Office
- Tableau, Plotly/Dash

HIGHLIGHTS **PRODUCT MANAGEMENT & SOFTWARE DEVELOPMENT**

Managed concept-to-launch of *HeinSight*, a suite of computer vision control packages capable of automating low-level tasks in chemistry laboratories with little to no human intervention.
Defined product scope, goals, and deliverables in conversation with users and industry partners.
Co-authored code, GUI and documentation in accordance with product vision.
Led development of all graphics and white papers.

INSTRUCTION & PRACTICAL COMMUNICATION

Designed instructional material for 15+ college-level courses in digital media and communication.
Solo-taught courses ranging in size from 10 to 60+ participants.
Mentored 100+ students to develop and complete capstone projects spanning diverse topics.
Evaluated and gave feedback to team of 20+ instructors of writing and practical communication.

DATA ANALYSIS & VISUALIZATION

Translated data into actionable insights and information-rich visuals for internal and marketing purposes across a variety of companies – from a smartphone app to an instrument manufacturer.
Created suite of reconfigurable icons used lab-wide for presentation and publication purposes.
Designed diagrams and graphics aimed at communicating scientific workflows to non-experts.
Developed custom algorithms and dashboards to analyze and visualize image-based data.
Advised colleagues on best presentation practices.

DATA SCIENCE CONSULTANT

Identified product and user trends in sparse dataset of mobile beauty-app startup.
Merged, analyzed and drew insight from SQL database of over 600,000 products.
Translated data-based insights into implementable UX/UI and marketing recommendations.
Worked with CEO to develop future data collection and product strategies.

WORK/ EXPERIENCE

Postdoc Fellow, UNIV. OF BC HEIN LAB, Vancouver, BC	Nov 2018 – present
Data Science Fellow, INSIGHT DATA SCIENCE, San Francisco, CA	Jan 2018 – May 2018
Instructor, CAL POLY, San Luis Obispo, CA	Sep 2015 – Jun 2016
Researcher, SOFTWARE STUDIES LAB, San Diego, CA	Sep 2009 – Dec 2014
Senior Writing Instructor, UNIV. OF CA, SAN DIEGO, San Diego, CA	Sep 2009 – Dec 2014
Project and Office Manager, GRIFFIN Art Gallery, Los Angeles, CA	May 2007 – Aug 2009

EDUCATION **PhD Digital Media/Data Visualization, UNIV. OF CA, SAN DEIGO,** 2018

BA, Summa Cum Laude, DUKE UNIVERISTY, 2006