Tracy (loamy)

COMMUNITY · TRUST & SAFETY · PRODUCT

Remote, hybrid, or onsite · xtracyx@gmail.com · linkedin.com/in/s-tracy · loamy.net/resume

SUMMARY

Community, trust and safety, and product generalist for AI social products. I've built communities, moderation policies, and support operations at two venture-backed AI startups, including rebuilding one after it was deplatformed from Discord, and I run a 30K-member subreddit with 1M+ monthly visitors.

EXPERIENCE

Technical Customer Service (Temp) · Pharma company, details upon request — Oct 2026 to present

- Built a gamified training app that helps new reps learn order product codes. A VP picked it up through the company's internal AI intake program to sponsor as a larger project.
- Built an app to replace an unmaintained legacy macro spreadsheet the team relied on to mass order products, updated with the current product line.

User Experience Lead · Shapes Inc (Circle Labs) — Apr 2025 to May 2026

Joined as Community Experience. AI group chat app; $8M seed led by Lightspeed; featured in TechCrunch.

- Joined one week before Discord deplatformed Shapes and helped rebuild it into a standalone app on iOS, Android, and web, growing to **400K+ monthly active users**.
- As the sole non-engineer hire, owned the user side of features end to end: user research (calls, Reddit, support tickets, social listening, DMs), prototypes, specs, delivery with engineering, QA, and measurement with PostHog and on-platform metrics.
- Ran full UX audits across iOS, Android, web, and mobile web. Owned user support and billing support.
- Moderated the Discord server through its wind-down until Discord deleted it in December 2025. Ran regular in-app events, app store events, and a developer hackathon, and stood up a developer community on Slack.
- Helped recover the brand subreddit after an outside owner locked it, and grew it into an active hub. Handled the fallout from a conspiracy video with **1M+ views**, including hosting an AMA.
- Wrote moderation policies for community chats where AI characters and people share spaces. Managed enforcement and escalation, including IP bans. Onboarded and managed volunteer moderators on Reddit and on the platform, covering chats with tens of thousands of users.
- Supported SEO growth to **2.58M clicks and 184M impressions** over 16 months. Built a 169-concept TikTok UGC strategy, turned UGC into paid TikTok ads, managed the TikTok Ads platform, and ran Google Ads.

Growth Operations (Contractor) · Butterflies AI — Nov 2023 to May 2025

AI social network; $4.8M seed led by Coatue; featured in TechCrunch. Started as a user, then volunteer moderator.

- Led the community guidelines and moderation standards, user support, and community events, including weekly live **Office Hours** and a **power-user focus group** whose feedback shaped product decisions.
- Head moderator of the brand subreddit. Helped recover it after the CEO's account was banned and grow it from 3 to 1.5K subscribers.
- Served as the human in the loop for moderation classifiers, reviewing what they flagged and missed so the tools could be tuned.
- In 2024: averaged **985 Discord messages a week**, wrote 454 subreddit posts and comments, drove 18% of trackable Discord invites, made 60+ TikTok and Instagram pieces, and contributed to 80% of formal bug reports.
- Supported launches including the public launch and the Clones feature. Ran organic marketing across TikTok, Instagram, Discord, and Facebook.

Merchandise Coordinator, Supervisor & Trainer · Walt Disney World, Ever After Jewelry Co. 2016 to 2019

- Helped open the store, supervised the floor team, and trained coordinators and new Cast Members on Pandora, Dooney & Bourke, leather goods, diamonds, and more.
- Ran live events including VIP signings. Largest single sales day: about **$750,000**.
- Helped open a 30-day Kingdom Hearts III pop-up with Square Enix, adapting their E3 setup for Disney Springs to handle 10K guests a day.
- Earlier: merchandise and coordinator roles at Walt Disney World.

SIDE PROJECTS

- **r/CharacterAIrunaways, Head Moderator** (Nov 2024 to present): grew it from about 2,700 to 30K members with 1M+ monthly visitors, onboarded 12+ volunteer moderators, and run the annual community survey.
- **r/kohls, Head Moderator:** adopted the closed subreddit and, with the Kohl's team, grew it into the official Kohl's subreddit.
- **Builds:** Platform Hopper (AI chat platform review site), Reddit Devvit mod tools including Mod Stats (Devvit Hackathon entry), a Discord community health dashboard, a Discord AI character bot, and loamy.net.
- **Freelance Reddit consulting (2025):** advised an AI startup on how to engage authentically on Reddit.

SKILLS + TOOLS

Skills: community building, trust and safety policy, moderation workflows, human-in-the-loop classifier QA, moderator training, user and billing support, product specs and QA, UX audits, crisis communications, community events, organic social and UGC, paid social.

Tools: PostHog, MongoDB (MQL), Discord, Reddit, Slack, TikTok Ads, Google Ads, Meta Business Suite, CapCut.

EDUCATION

Bachelor's degree, Wayne State University