Anna Tracy

Operations · Client Experience · UX Design · Technology
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Portfolio · LinkedIn

Professional Profile

I work at the intersection of people, systems, design, and information. My experience spans legal operations, client services, insurance education, digital platforms, independent client services, and collaborative creative environments. Across these settings, I translate complex requirements into practical workflows, clear communication, and experiences that help people understand what to do next.

In my current role, I lead client experience and engagement for a legal practice, with responsibilities across intake, internal operations, website management, branding, training, automation, and technology adoption. My approach combines the precision of legal and administrative work with the iterative problem-solving of design: understand the need, consider the constraints, build a workable solution, and refine it through use.

I'm particularly interested in UX and product-focused work that improves how people navigate complex processes, services, and information.

Core Capabilities

Client Experience and Communication

Client intake, client journeys, relationship management, service coordination, educational content, clear explanations, staff escalation support, and communication across varied levels of technical familiarity.

Operations and Systems

Workflow design and optimization, legal operations, administrative and executive support, document management, billing support, CRM administration, onboarding, training, documentation, event coordination, and travel logistics.

UX and Digital Design

UX design, information architecture, content design, website design and maintenance, digital experiences, visual branding, and the organization of complex information.

Technology and Automation

Legal technology, responsible AI adoption, platform management, scripts, lightweight tools, workflow automation, and integration of tools into daily operations.

Creative Services and Collaboration

Digital and print marketing, branded materials, client consultation, personalized service, interpretation of design requirements, iterative refinement, and collaborative project delivery.

Professional Experience

Director of Client Experience and Engagement

Hartenstein Poor & Foster LLC

Wichita, Kansas · July 2024–Present

Lead the systems, communication, digital experiences, and internal workflows that shape how clients and staff interact with a high-volume legal practice. The role combines operational leadership, legal support, design, and hands-on technology work.

- Design and refine client intake and communication workflows across multiple platforms, considering both client needs and the practical demands of staff.
- Manage the firm's digital presence, including website redesign, ongoing updates, visual branding, and content systems.
- Create branded assets for print and digital use, including signage, promotional materials, social media graphics, and outreach campaigns.
- Introduce AI tools into legal workflows with attention to accuracy, privacy, professional responsibility, and compliance.
- Build automations, scripts, and lightweight tools to reduce repetitive work while keeping systems practical to maintain.
- Administer CRM tools and support their integration with other firm platforms and daily procedures.
- Develop onboarding resources, training materials, and internal documentation; create and lead custom staff training.
- Serve as the primary staff escalation point and operational decision-maker for systems, tools, and workflows.
- Support attorneys with legal assistance, document preparation, billing, and day-to-day administrative needs.
- Improve document workflows, logistics, and the infrastructure supporting daily operations.
- Coordinate events, outreach initiatives, and leadership travel, connecting the firm's in-person client experience with its digital presence.

Insurance Broker — Medicare and Medicaid Specialist

Silver Horizon Insurance Group

Wichita, Kansas · May 2023–May 2025

Helped clients navigate complex healthcare coverage decisions through education, personalized consultations, relationship-building, and ongoing support. Combined regulated client service with website management, content creation, and community outreach.

- Explained Medicare and Medicaid coverage options, supplements, and hospital indemnity coverage in language clients could understand and use.
- Conducted personalized consultations, helping clients evaluate choices while prioritizing informed, client-directed decisions.
- Worked within applicable state and federal requirements when advising clients and supporting enrollment.
- Built and maintained a website focused on credibility, educational resources, and self-service information.
- Created clear, blog-style healthcare content that organized complex information into manageable explanations.
- Led education-focused social media and community outreach.
- Connected with prospective clients and partners through local events and community spaces.
- Supported older adults, people with disabilities, caregivers, and clients approaching insurance decisions with understandable skepticism.
- Maintained availability before and after enrollment to help clients resolve difficult questions and changing coverage needs.
- Built long-term relationships through patience, consistent communication, and dependable follow-through.

Creative Services Professional

Self-employed

Wichita, Kansas · September 2022–November 2024

Ran an independent creative service business, creating tailored experiences for clients seeking custom garments, alterations, and upholstery solutions. Managed each engagement from initial consultation through delivery, combining attentive client service with hands-on design and execution.

- Led individual client consultations to understand preferences, practical needs, and the intended use of each project.
- Translated client ideas into workable design solutions, explaining options and adapting the approach to each person's requirements.
- Took ownership of each engagement from concept through delivery, connecting client communication with the work needed to fulfill the brief.
- Personalized services to address individual needs, including improvements to the fit, function, and usability of existing items.
- Adapted services across garment and upholstery projects, responding to different client priorities and practical constraints.
- Used fittings, feedback, and adjustments to refine solutions around how clients would use the finished result.
- Balanced client preferences with feasibility, quality, and durability when resolving unfamiliar project challenges.
- Maintained direct client communication throughout each project, clarifying requirements and incorporating feedback into the final delivery.

Office Assistant

Office and Technology Center L.L.C.

Wichita, Kansas · September 2022–December 2023 · Part-time

Provided administrative support to multiple attorneys in a busy legal environment. Helped maintain an organized, predictable office through responsive communication, accurate document handling, and consistent filing practices.

- Drafted client correspondence and supported routine legal-office communication.
- Answered phones, directed inquiries, and assisted clients in finding the appropriate person or next step.
- Electronically filed documents and supported timely handling of legal materials.
- Created and organized files, printed and filed notifications, and maintained physical filing systems.
- Balanced requests from multiple attorneys, prioritizing work around deadlines and immediate needs.
- Coordinated with legal teams to keep information accessible and administrative tasks moving.
- Applied close attention to detail when handling correspondence, records, and filing tasks.

Stitcher

Music Theatre Wichita

Wichita, Kansas · May 2022–July 2022 · Seasonal, full-time

Supported a collaborative creative team delivering Off-Broadway-style productions. Interpreted design requirements, responded to changing production needs, and completed assigned work with speed and accuracy under demanding schedules.

- Translated designers' and coordinators' direction into practical work that supported the intended audience and performance experience.
- Completed assigned costume and craft tasks as part of a shared production workflow.
- Balanced deadlines, accuracy, and quality in a fast-moving creative environment.
- Collaborated with costume staff to clarify requirements and respond to alterations, repairs, and other production needs.
- Supported reliable daily operations through equipment upkeep and preparation of production resources.
- Assisted costume coordinators with show organization and preparation as needed.

Costume Shop Assistant

The University of Kansas

Lawrence, Kansas · August 2021–May 2022 · Part-time

Supported students, production teams, and the daily operation of a university creative workspace. Combined practical project work with hands-on instruction, clear explanations, and an organized learning environment.

- Interpreted production requirements and completed assigned project work in support of the broader creative team.
- Responded to repair and maintenance needs so production resources remained usable.
- Maintained an organized workspace that supported both production activity and student learning.
- Provided instruction, explanations, and practical assistance to students in Costume Production classes.
- Adapted explanations and hands-on guidance to help students understand unfamiliar techniques and complete assigned tasks.
- Balanced project responsibilities with workspace upkeep and student support within shared production processes.

Exiled Haunted Trail Actor

ZipKC

De Soto, Kansas · October 2020 · Seasonal, part-time

Performed in an immersive haunted-trail experience, adapting to nightly staffing needs, audience reactions, and changing situations. Combined improvisation and ensemble performance with attention to guest needs.

- Performed in varied scenarios and adjusted characters, actions, and dialogue to support the live experience.
- Improvised in response to audience behavior while collaborating with other performers.
- Recognized situations in which guests needed assistance or wished to leave the experience.
- Shifted between in-character performance and direct guest assistance when circumstances required it, including injuries and opt-out situations.
- Used observation, communication, and situational judgment to respond to guests during a fast-moving live event.

Tools and Technical Skills

Website and Experience Design

Wix, Framer, Figma, WordPress, Squarespace

Creative and Marketing Tools

Adobe Creative Suite, Canva, digital asset management

Legal and Business Platforms

Clio, PracticePanther, MyCase, LawRuler, Microsoft 365, Google Workspace, Notion

Automation and Development

Zapier, Python, JavaScript, HTML, CSS, Visual Studio Code

Client Consultation and Creative Delivery

Client needs discovery, custom service delivery, design interpretation, feedback and refinement, practical problem-solving, production coordination, and hands-on instruction.

Education

Bachelor of Fine Arts — Theatre Design, Costume

University of Kansas
May 2022 · GPA 3.74

Bachelor of General Studies — Theatre Performance

University of Kansas
May 2022 · GPA 3.74

Certifications and Specializations

- Microsoft UX Design Specialization — Microsoft · December 2025
- Foundations of User Experience Design — Google · May 2025
- Clio Academy Administrator — Clio · 2025
- Teaching English as a Foreign Language Certification — myTEFL · November 2021
- AHIP Medicare Certification — 2023–2025
- Life and Health Insurance License — 2023–2025

Languages

- English — Native
- Japanese — Intermediate
- Chinese — Beginner