Skills Summary

* Knowledge and experience in a variety research and analysis methods, established through my work and volunteer experiences.
* Experienced with contemporary best practices in innovation, developed while working as a research assistant at Employment and Social Development Canada’s Innovation Lab.
* Able to communicate professionally and effectively over a variety of media and using a variety of rhetorical techniques.

Education

Bachelor of Arts Candidate - University of Waterloo September 2014 - April 2019

* Enrolled in the honours arts and business program with a major in psychology and a minor in philosophy at the University of Waterloo.
* Continuously achieved status on the Dean’s honours list.
* Recipient of the University of Waterloo merit scholarship.
* Completed a variety of courses focusing on psychological research and analysis methods, including Basic Research Methods (92%), Research Methods in Social Psychology (99%), Basic Data Analysis (91%), and Advanced Data Analysis (90%).
* Completed a directed studies course under the supervision of Abdo Elnakouri and Dr. Ian McGregor, in which I independently analyzed the current literature on shared beliefs, such as cultural norms, religions, moral systems, and political ideologies and proposed a theoretical association between shared beliefs and construal levels.

Research Experience

**Research Assistant - University of Waterloo Psychology Department** September 2015 - Current

During my time at the University of Waterloo, I have had the opportunity to contribute to a variety of projects as a research assistant within the Wisdom and Culture Lab (Dr. Igor Grossman), the Self-Regulation and Motivation Lab (Dr. Abigail Scholer), and the Experimental Science of Human Motivations and Relations Lab (Dr. Ian McGregor). Some responsibilities included:

* Programmed numerous studies using the survey software Qualtrics and mentored junior research assistants on how to use the tool.
* Assisted in the design of research studies by conducting literature reviews and providing constructive critiques on the original study designs. Past literature review topics include regulatory focus, shared reality, tightness/looseness theory of cultural norms, and system justification.
* Aided in the data analysis process by coding qualitative results and by analyzing quantitative data using the SPSS statistical software.
* Conducted in-person research studies on multiple projects, including a physiological study measuring heart rate.

**Conference Posters**

Elnakouri, A., Moore, A., & McGregor, I. (March, 2018). Waking up or falling prey: Asymmetric attributions of deliberation, non-conscious causes, and personal control for religious defectors vs. joiners. *To be presented at the Religion and Spirituality Preconference for the 2018 Society for Personality and Social Psychology Conference, Atlanta, Georgia.*

Work Experience

**Policy Advisor – Ontario Treasury Board Secretariat** January 2018 – Present

* Review and assess datasets from throughout the Ontario government for technical quality, interoperability, and accessibility as a part of the open data initiative.
* Conduct jurisdictional scans and policy analyses to inform the policy development process. Particular topics of research include open science and open access.

**Usability Research Assistant - D2L Corporation** May 2017 – August 2017

* Designed and conducted user experience research studies to inform product strategy and design.
* Analyzed the data that emerged from my research studies using Excel and R.
* Engaged with stakeholders throughout the company, including product designers, developers, project managers, marketing consultants, and senior leadership to improve D2L’s flagship product Brightspace.

Analyst - MacPhie and Company September 2016 – April 2017

* Executed research for market analysis, strategic planning, and communications planning to support my team in consultations across the private, public, and non-profit sectors
* Drew insightful and thematic conclusions from raw qualitative and quantitative data, and distilled it into cogent and persuasive reports.
* Prepared purposeful slide decks in PowerPoint in order to support client presentations.

**Research Assistant - Employment and Social Development Canada** January 2016 – April 2016

* Aided in the planning, execution, and analysis of design research to inform the redesign of the Old Age Security and Canadian Pension Plan programs.
* Became familiar with of a variety of tools and techniques used in user experience research such as empathy interviews, card sorting, personas, ethnographic observation, user journey mapping, systems mapping, and participatory prototyping.
* Drafted a variety of communications pieces, of both the technical variety (briefing notes) and the creative variety (research invitations).

Interests

* I am a half-decent cook who enjoys learning how to make new dishes. I especially enjoy competing in my family’s annual MasterChef competition, although I am yet to win.
* I enjoy participating in an assortment of physical activities including jogging, mountain biking, ball hockey, squash, and the occasional game of archery tag.
* I am the moderator of the Questionably Canadian Podcast, a podcast where a group of students from the University of Waterloo discuss and debate current events, life, Canada, and anything in between.
* I am deeply interested in the contemporary line of thought in the social sciences sparked by the likes of Malcolm Gladwell and Steven D. Levitt. I have a particular interest in exploring how individuals can have an effect on large organizations and systems.