

COURTNEY GERVER, PH.D.

EXPERIENCE

Nationwide Mutual Insurance Company

Specialist, UX Researcher | Mar. 2022 - Present

- Conduct user experience research with the aim of better understanding users, driving product development, and improving customer retention
- Deliver data-driven insights representing 1,000+ participants across qualitative and mixed-methods studies to key stakeholders, project managers, team members, marketing, and company associates via presentation and internal documentation
- Foster cross-functional collaboration to ensure user-centered insights and design principles are incorporated into key product decisions
- Implement human-centered practices in key technologies such as generative AI and blockchain
- Present research projects outside of primary product research to associate communities of practice

The Pennsylvania State University

Graduate Research Scientist | June 2017 - Aug. 2022

- Independently planned, conducted, analyzed, and visualized mixed-methods research data from 17 research projects to examine the neurobiological basis of cognition
- Communicated research findings in 10 empirical research publications, 15 conference presentations, and 3 public community talks with collaborators, project stakeholders, and the general public.
- Collected primary and secondary data from 13,500+ online and in-person participants using behavioral experiments, surveys, and fMRI
- Managed multiple multi-site research teams totaling 20+ undergraduate researchers while providing mentorship for career development
- Created open-sourced data processing scripts to increase lab efficiency and quality control

Nathan Kline Institute for Psychiatric Research

Research Assistant | Sep. 2015 - May 2017

- Collected and input behavioral, MRI, VO₂ max, genetic, and wearable physiological device data into collaborative data sharing software
- Assisted with community outreach and recruitment: street fair booth representation, cold-calling and emailing, and flyer creation
- Directly supported professional research scientists and clinicians with daily tasks

EDUCATION

Ph.D., Cognitive Psychology – 2022

The Pennsylvania State University

M.S., Cognitive Psychology – 2019

The Pennsylvania State University

B.S., Psychology – 2017

St. Thomas Aquinas College

Visiting Scholar – Summer 2016

University of Oxford

EXPERTISE

Research Methodology:

- In-depth interviews
- Usability testing
- Desirability testing
- Concept testing
- Survey design
- Secondary research
- Heuristic evaluation
- Experimental design
- User persona creation
- Competitive analysis

Data Management: Qualitative and quantitative analyses, cleaning, visualization, mining, version control, written reports

Tools: UserTesting, UserInterviews, Figma, Miro, Google Suite, Microsoft Suite, R, SPSS, Github, Qualtrics

VOLUNTEER

Pittsburgh Curling Club

Communications Committee Social Media Strategist | Jul. 2023 - Present



Website



Email



LinkedIn