

# COURTNEY GERVER, PH.D.

## EXPERIENCE

### Nationwide Mutual Insurance Company

User Experience Researcher | Mar. 2022 - Present

- Conduct end-to-end research to better understand current and future customers, drive product development, and improve customer retention
- Deliver data-driven insights and recommendations representing 1,000+ participants across qualitative and mixed-methods studies to key stakeholders, 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, VO<sub>2</sub> 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

## EXPERTISE

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

**Data Management:** Quantitative and qualitative analyses, cleaning, visualization, mining, version control, written reports

### Research Methodology:

- In-depth interviews
- Usability testing
- Desirability testing
- Concept testing
- Contextual inquiry
- Survey design
- Heuristic evaluation
- Focus groups
- Diary studies
- Competitive analysis

## EDUCATION

**Ph.D., Cognitive Neuroscience** – 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

## VOLUNTEER

### Pittsburgh Curling Club

Communications Committee Social Media Strategist | Jul. 2023 - Present



Website



Email



LinkedIn