

Guanghong Xu

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SUMMARY

Ph.D. candidate in Economics with expertise in UX research, behavioral data analysis, and experimentation
Extensive hands-on, primary field research in Kenya (36 months), Rwanda (10 months), and Tanzania (1 month)
4+ years of work experience leading user research to drive insights based on surveys, focus groups, field studies, and usability tests

TECHNICAL SKILLS

User Experience Research: Survey Design, Behavioral Analytics, Focus Groups Discussion, Mixed-Methods Research
Statistical Analysis & Experimentation: Regression, ANOVA, T-tests, A/B Testing, Observational Study Designs, Policy Impact Evaluation, Instrumental Variable (IV), Diff-in-Diff, Regression Discontinuity Design (RDD), Synthetic Control
Certifications: Financial Risk Manager (**FRM**) – Both Levels, Chartered Financial Analyst (**CFA**) – Level I
Programming & Data Tools: STATA, SPSS, SurveyCTO, ODK, Python, SQL, R, GIS, Git, Power BI, Tableau, \LaTeX

EXPERIENCE

- UX Researcher (Visiting Scientist)** Aug. 2021 – Sep. 2024
CGIAR International Livestock Research Institute (ILRI) *Nairobi, Kenya*
- Led 4 large-scale UX research studies impacting 6,000+ smallholder farmers across 120+ Kenyan dairy cooperatives
 - Developed and implemented survey instruments and behavioral analytics for user interaction with fintech applications
 - Managed an A/B testing on a Google-funded digital learning platform, evaluating the impact of ambassador-led engagement on 4,000+ Kenyan users, increasing users' retention by 27%
- Fellow Mentor** Jan. 2022 – May 2022
UC Berkeley - Center for Effective Global Action (CEGA) *Remote*
- Mentored a World Bank fellow on Difference-in-Differences (DiD) analysis to evaluate the impact of land certification, covering 2,400 Ethiopian farmers
 - Supported research informing ETB 60.6M (USD ~ 1.1M) in land certification-linked loans
- Research Associate** Jan. 2021 – Aug. 2021
Innovations for Poverty Action (IPA) *Kigali, Rwanda*
- Led a \$803K A/B testing project with 180 maize cooperatives, connecting farmers to processors through the UN WFP Farm to Market Alliance program, resulting in 150%-300% revenue increases
 - Designed and implemented survey instruments using *SurveyCTO* for 3 large-scale randomized evaluations, collecting data from 2,500+ farmers and cooperative leaders across Rwanda
 - Managed field teams of 50+ enumerators to ensure high-quality data collection and compliance with research protocols
- Equity Data Analyst** Jul. 2017 – Apr. 2018
Morningstar *Shenzhen, China*
- Analyzed annual and quarterly financial reports for 300+ publicly listed companies in North America
 - Conducted financial performance assessments utilizing DCF, comparable company analysis (CCA), and regression models, resulting in 20+ data-driven investment recommendations
 - Utilized SQL window functions, user-defined functions (UDFs), and self-joins to efficiently extract, clean, and analyze financial datasets from relational databases, ensuring data integrity and consistency in reporting

UX RESEARCH PROJECT

- MilkChain** | *Stata, Behavioral UX, A/B Testing, Bayesian Modeling* Aug. 2021 – Dec. 2024
- Led a cross-functional team of engineers, data analysts, and field coordinators to develop a digital traceability system monitoring milk movement across 1,200+ farmers, intermediaries, and retailers in Kenya's dairy supply chain
 - Designed and led a \$148K (independently raised from NSF, MIT/J-PAL, Weiss Fund, etc.) A/B testing project that revealed hidden milk quality information via traceability systems and Bayesian models, reducing milk adulteration by 21.9%

EDUCATION

- University of California, Santa Cruz** Santa Cruz, CA
Ph.D. in Economics, Department of Economics (GPA: 3.95/4.0) Sep. 2018 – Jun. 2025
- UCSC Chancellor's Dissertation-Year Fellowship (\$54,320) – *Only recipient from Economics Department in decades*
 - Publication in the *Journal of Health Economics* (2022) – *Top 1 Journal in Health Economics*
 - Annual Award for Excellence in Teaching
- University of California, Santa Cruz** Santa Cruz, CA
M.A. in Economics, Department of Economics (GPA: 3.93/4.0) Sep. 2018 – Dec. 2019
- Jiangxi University of Finance and Economics** Jiangxi, China
B.S. in Finance, International School (GPA: 93/100, Rank: 2/557) Sep. 2013 – Jun. 2017
- China National Scholarship by *Ministry of Education* (Awarded to top 3 among 2,300)
 - CFA Program Student Scholarship by *CFA Institute*