

## LADY LEGGETT

San Francisco, CA 94121 | (415) 450-8698 | [ladyleggett3@gmail.com](mailto:ladyleggett3@gmail.com)

### OBJECTIVE

Bilingual Spanish research professional with 3+ years working in the UX, market, and social science fields supporting clients and organizations solve targeted problems through data analysis.

### EDUCATION

**UC Berkeley**, Berkeley, CA

*UX/UI Research and Design*

February 2021

**City College of San Francisco**, San Francisco, CA

*Community Mental Health Certificate*

Spring 2020

**Universidad Manuela Beltrán**, Bogotá, Colombia

*Bachelors in Psychology*

May 2012

Relevant courses:

Adolescent Psychology	Community Psychology	Psychology of Learning
Adult and Elderly Psychology	Educational Psychology	Psychometry
Adult and Elderly Psychopathology	Health Psychology	Qualitative Research
Child and Adolescent Psychopathology	Interview	Quantitative Research
Child Psychology	Organizational Psychology	Research Foundations
Clinical Psychology	Psychoanalysis	Statistics
Cognitive Behavioral Psychology	Psychological Tests	Social Psychology

### PROFESSIONAL EXPERIENCE

**LinkedIn**, San Francisco, CA

3/2021 - Present

*Engineering Linguist*

- Identify systematic relationships between concepts such as job titles, skills, certificates, etc.
- Research, classify, and annotate the phrases, terms, and data in messy, user-generated data
- Research new entity categories and best practices for organizing them
- Evaluate the output of machine learning classifiers and internal tools

**CCSF Student Health Center**, San Francisco, CA

8/2019 – 12/2019

*Intern*

- Used motivational interview, WRAP fundamentals, and the Wellness and Recovery Model in order to accompany the recovery processes of each student.
- Applied foundational approaches from the Community Mental Health certificate; counseled students on various topics including international student affairs, housing, parental care, domestic relations, personal obstacles, grief, and more
- Specialized in supporting international students with insurance, linking them with college and local resources, and helping them build wellness toolboxes
- Helped plan Student Health Advisory Committee meeting to educate international students on services available that insurance did not cover, i.e. vaccines; helped navigate the healthcare system in the United States.

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### **Conttatica, Contexto & Tactica**, Bogotá, Colombia

2013 – 2017

#### *Research Analyst*

- Researched participants attitudes and preferences towards specific policies and laws; interviewed different groups of people including lawyers, judges and doctors, sharing results with clients to inform decision making and action
- Conducted market research to inform clients on product performance and placement, conducting focus groups and interviews with a range of participants
- In charge of the full cycle of research, designing questionnaires and interview guides, moderating focus groups, in-depth interviews, ethnographic research, qualitative data analysis with ATLAS.ti, writing reports, and more

### **B&C LINKS** Bogotá, Colombia

2014

#### *Specialized Interviewer*

- Conducted in-depth interviews with consumers evaluating different brands and services
- Served as liaison between customers and brands in order to get their insights in product improvement
- Analyzed qualitative and quantitative data and wrote consumer insights reports
- Transcripts, field reports, and more

### **Mystery Shopper CO.** Bogotá, Colombia

2012 - 2013

#### *Research Analyst*

- Client management. Focused on insurance and healthcare
- Quantitative and qualitative analysis based on the observations developed by unknown customers evaluating the service and sales processes of the clients
- In charge of recruitment and training of personnel in charge of carrying out field research
- Competition and price monitoring
- Conduct meetings with clients in order to share results, customer insights, and recommendations based on the research process