

BRANDON ACHUGBUE

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EDUCATION

University of California, Los Angeles (UCLA) - Los Angeles, CA

B.S in Cognitive Science. with Specialization in Computing

Exp. Jun 2023

- Relevant Coursework: *Learning in Biological and Artificial Neural Networks, Research Methods in Psychology*
- Projects: [UX Case Study: When2meet](#), [Machine Learning: Tweet Sentiment Analyzer](#)

SKILLS

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|--|-------------------------------|
| • Programming: (C++, Python, MATLAB) | • Media literate |
| • Computer: (MS Word, Excel, PowerPoint) | • Strong verbal communication |
| • Quantitative Research and Data Science | • Conflict resolution |
| • UX Research & UX/UI Design | • Strong organization skills |
| • Conversational Spanish | • Quick Learner |
| • Creative problem solver | • Friendly & Self-Motivated |

RELEVANT EXPERIENCE

Sports Excitement - New York City, NY (Remote)

User Experience Researcher / Project Manager

Jan 2023 to Present

- Coordinated preliminary market research efforts, reviewed findings through a presentation on top competitors, and convinced shareholders to advance product out of idea validation phase
- Designed and implemented outreach strategies to recruit user research participants
- Conducted UX research activities, such as constructing and administering surveys & usability tests, to advise development teams on product requirements and features
- Collaborated with executives in the company to begin implementing weekly activity reports and designed a weekly reporting system that led to increased employee engagement
- Worked alongside executives to aid strategic planning efforts across research and development

RESEARCH EXPERIENCE

UCLA Human Perception Lab - Los Angeles, CA

Research Assistant - Prof. Philip Kellman

Aug 2022 to Sept 2022

- Compared and analyzed strategies to approach adaptive technology in perceptual learning research
- Managed post-recruitment process for research participants
- Analyzed datasets and figures from study results using statistical and machine learning algorithms to observe trends in human learning
- Conceptualized research and analysis methods for future studies alongside project scientists
- Produced summary report of research conducted compliant with academic standards to serve as onboarding material for incoming research assistants

ADDITIONAL EXPERIENCE

Coastal Peaks Coffee - San Luis Obispo, CA

Barista

Jan 2020 to Mar 2020

- Gained level 1 barista training and certification
- Utilized multitasking and teamwork skills to provide excellent service in a high-stress environment

Roll'd - San Luis Obispo, CA

Ice Cream Roller

Jun 2019 to Jan 2020

- Made rolled ice cream creations for customers while stocking ingredients and taking orders with a team
- Trained and guided new employees and ordered new shipments of ingredients for the store when necessary