

ANNA LAMB

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EDUCATION

University of Pennsylvania

Master of Science in Behavioral and Decision Sciences

Philadelphia, PA

Expected Graduation Dec 2022

- Relevant Coursework: Statistical Reasoning for Behavioral Science, Design Thinking, Judgements & Decision Making, Data Science, Consulting in Behavioral Science, Experimental Methods
- Behavioral Economics and Science Club, Founding Member: responsible for curating guest lectures and the recruitment of 60 students across 3 schools at Penn to our mailing list

Duke University

Bachelor of Arts with Distinction, Public Policy and Asian & Middle Eastern Studies

Durham, NC

May 2015

RELEVANT WORK EXPERIENCE

B4Development | Nonprofit research firm specializing in applied behavioral science

Doha, Qatar

Behavioral Science Researcher

July 2019 – June 2021

- Increased learning retention rates by ~10% among Qatari students enrolled in a sport for development program by designing a behaviorally informed RCT based on gamified learning. Moderated interviews with 30+ coaches and program coordinators.
- Facilitated 25 trainings and mentorship programs with NGOs, government agencies, & international organizations on integrating behavioral science and human-centered design processes in their work.
- Managed a cross-organizational team to develop a pioneering semester-long behavioral economics course for 26 secondary students at Qatar's largest education non-profit. Coached students through an intervention targeting physical activity.

Democracy North Carolina | Nonpartisan advocacy organization

Durham, NC

Organizing Assistant, Eastern North Carolina

Jan 2019 – Nov 2020

- Assisted in facilitating monthly community meetings with members from 100+ grassroots organizations and local governments in the region; increased engagement by creating a community newsletter with a circulation of 300+ subscribers.
- Co-managed biweekly phone bank shifts and trained volunteers, collectively making 20,000+ calls that exceeded projected regional contact goals by ~15%, as part of statewide efforts to mobilize 218,000 potential voters.

Beyond Group Consulting | Boutique development consulting firm

Beirut, Lebanon

Consultant

Feb 2017 – March 2018

- Conducted market analyses on oil & gas sectors of 8 countries to inform policy design for the Lebanese government.
- Developed a youth vulnerability assessment tool to inform the design of 8 UNICEF innovation labs that serve 12,000 disadvantaged youth in Lebanon by analyzing interviews and ethnographic studies conducted with 80+ participants.

RELEVANT PROJECTS

Closing the Knowledge Gap in Cryptocurrency | Consultant | Capstone Project

Spring 2022

Conducting mixed methods research for a large market research firm to generate behaviorally-informed recommendations for product design and marketing strategies to help the firm's clients increase customer crypto investments.

Improving the Booking Process for Outdoor Experiences | Consultant | Consulting in Behavioral Science Course

Spring 2022

Improving the website design for a startup that helps users find and book outdoor experiences. Mapping user experiences, analyzing customer feedback, and conducting in-depth interviews and usability testing with 30+ participants to drive product innovation.

[DermApp](#) | Design Thinking Course

Fall 2021

Created an app prototype that helps users find skincare products based on their personalized profile. Mapped user journeys, and analyzed interviews and focus groups conducted with 20 participants using affinity mapping and storyboarding.

SKILLS & INTERESTS

Research: Mixed-methods research, user interviews, surveys, observational & experimental methods, usability testing, ethnography

Analysis: Design thinking, journey maps, behavioral maps, affinity mapping, prototyping, statistics

Tools: Stata, R, Miro, Qualtrics, Figma, Fullstory, MS Office Suite

Foreign Languages: Arabic (conversational)