Brenda Yang

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🎓 Education

Duke University   2015 – 2021
PhD Psychology and Neuroscience   *Durham, NC*

University of Southern California   2008 – 2012
BS Neuroscience, BA Interdisciplinary Studies   *Los Angeles, CA*

🥧 Research Experiences and Skills

User Experience Research Intern   May - August 2020
Instagram

> Worked within a cross-functional team including Design, Product, & Engineering to design and carry out qualitative and quantitative research projects, including a diary study, user interviews, and logs analysis

> Delivered actionable insights through written reports and 5 impactful presentations, including to product leads and the entire Instagram research team: "Really loved how you told a story." "The metaphor is really going to stick with me… [the implications are] provocative, clear, and exciting." "Truly one of the best presentations I've heard in a while."

User Experience and Assessment Intern   2017 – Present
Duke University Libraries   *Durham, NC*

> Led focus group analysis and co-wrote report illuminating needs of first-generation college students. Impacts: hire of a Student Success Librarian, shifts in programming, new physical spaces [report] [blog post]

> Created and invested diverse stakeholders in organization-wide new web content guidelines & strategy

> Launched, publicized, and assessed use of a physical space focused on well-being [blog post] [conference]

> Involved in: usability testing, A/B testing, card sorting, content strategy, graphic design, web analytics, wayfinding, photovoice method, focus groups, Tableau dashboards, HTML/CSS/Bootstrap

Advanced Behavioral Research Design and Analysis   2015 - 2021
PhD Student, Duke University [academic CV]

> Developed and led research initiatives, including data manipulation and advanced statistical analyses in R

> Selected research topics include quantifying the misleading effect of y-axis truncation in bar graphs [pre-print], the spread of misinformation [book chapter], and applying text analysis to intelligence mindsets [building a web app, research presentations, art exhibit]

> Statistical consultant at Duke's Social Science Research Institute

Seasoned Communicator and Storyteller   Varied
Award-winning K-12 to educator and science writer

> Taught high school science for 3 years through Teach for America [student feedback from 2015]

> Adjunct faculty at Elon University with exceptional student ratings [with comparison line]

> Co-facilitated 4-week workshop series on mentoring (program assessment) and led creation of community-based Mentoring Handbook at Duke University

> Freelance science writer. Samples: [SciAm guest blog] [FABBS profile] [Creating a daily writing challenge]   .

⚙ Summary I am…

an innovative thinker, trained in answering novel questions with rigor and creativity.

fiercely collaborative, dedicated to nurturing inclusive, reflective communities that bring out the best in all.

a lifelong learner. Exciting fields move quickly, and there will always be a new method or technique to learn. I approach mastering new skills with ready curiosity and adaptability.