

Brenda Yang

☎ 210 473 5838
✉ by34@duke.edu

in /brendayang
🌐 brendayang.com

🎓 Education

Duke University

PhD Psychology and Neuroscience

2015 – 2021 (anticipated)
Durham, NC

University of Southern California

BS Neuroscience, BA Interdisciplinary Studies

2008 – 2012
Los Angeles, CA

🔬 Research Experiences and Skills

User Experience Research Intern

Instagram

May - August 2020

- 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
- Invested stakeholders in research insights by delivering 5 impactful presentations, including to Instagram product leads and the entire Instagram research team

User Experience and Assessment Intern

Duke University Libraries

2017 – Present
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

PhD Student, Duke University [academic CV]

2015 - Present

- Skilled with leading every step of a research project, including identifying key questions, project management, study design, data management, data visualization, and advanced statistical analyses (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

Award-winning K-12 to higher ed educator and science writer

Varied

- 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 methodological and statistical rigor.

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

passionate about joyful products, designed from a deep and empathetic understanding of the users they serve and the creativity users bring.