Brenda Yang

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🎓 Education

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

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

📊 Research Experiences and Skills

UX Research Intern   Summer 2020
Facebook

> Contributed to the Instagram Sharing Experiences organization and the Instagram Feed Engagement Research Team

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 - Present
PhD Student, Duke University [academic CV]

> Proficient in data management, workflow, data visualization, and advanced statistical analyses (R, SPSS)
> 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 [web app, research presentations, art exhibit]

Seasoned Communicator   Varied
Award-winning K-12 to higher ed 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 methodological and statistical rigor.
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 programming language to learn. I approach mastering new skills with ready curiosity and adaptability.