

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

🔧 User Research Experiences and Skills

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, personas, 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

2015 - Present

- Designed 20+ studies to answer first-of-their-kind research questions individually and in teams (Qualtrics)
- Proficient in data management, workflow, data visualization, and advanced statistical analyses (R, SPSS)
- Presented findings at international conferences and in peer-reviewed papers [academic CV]

Seasoned Communicator

Recognized 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]
- Created relational, culturally responsive curriculum as adjunct faculty at Elon University [syllabus]
- 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]

🔬 Selected Research Topics

Truncating y-axes of bar graphs

- We quantify for the first time the misleading effect of truncating y-axes of bar graphs [pre-print]

Understanding the spread of misinformation

- How do we decide what to believe and remember? For a review, see my book chapter on the cognitive science behind misinformation

Learning about intelligence mindsets from free-text responses

- I recruited and co-manage a team of 7 using open-ended responses to detect beliefs about intelligence
- Findings to be disseminated through: creation of a web app [prototype], research presentations, a local art exhibit, and research publications

⚙️ Summary I am...

an experimentalist, trained in answering meaningful 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.