

JEREMY SAFRAN ARONSON

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A creative problem solver and analytical thinker; Combining insights from behavioral science and exceptional interpersonal skills and to design elegant solutions

EDUCATION

TUFTS UNIVERSITY, Medford, MA, 2014

Bachelor of Arts, **Decision Science**; High Honors Thesis: *Coins versus Bills: Not All Denominations are Created Equal*
Statistical coursework: *Economic Statistics, Advanced Statistics in Psychology, Econometrics*

EXPERIENCE

BEWORKS, Toronto, CA (Remote), 2014- Present

Management consulting firm founded by Dan Ariely; BEWorks applies behavioral economic analysis to solve business problems

Behavioral Economics Research Intern

- Generated analysis of persuasion research for development sales scripts for banks
- Conducting research examining the relationship between facial features and perceptions of trust and competence
- Collaborating with senior consultants in application of behavioral economic insights

ATHENAHEALTH, Watertown MA, 2014

Public healthcare software company; electronic healthcare system management and increase patient engagement

User Research Associate

- Guided development of credentialing software by designing user research plans and moderating user interface tests
- Worked with senior team members in an **agile environment** to identify and develop needed software functionality
- Designed surveys and card-sorts to study use cases; presented data and analysis to technical project teams

STARTUP EXPERIENCE

RERUN SHOES Amherst MA, 2009- Present

Social enterprise focused on creating green fundraising campaigns in US; partners with micro-entrepreneurs in Africa

Strategy Intern

- Developed and executed strategies for product sourcing through the application of behavioral science
- Increased product source by more than 50% through the creation of consumer incentive structures
- Initiated strategic partnerships including American Cancer Society and Marathon Sports through market analysis

WIGGIO, Boston MA

Early stage start-up designing a web-app to facilitate group collaboration

Marketing Lead Intern

- Led team of six interns to develop a comprehensive competitive market analysis and strategic marketing plan
- Coached team members on public speaking; organized 45 minute oral presentation to stakeholders
- Utilized insights from behavioral science literature to develop strategy for generating brand credibility and awareness

UIU MOBILE –JERUSALEM VENTURE PARTNERS (JVP), Jerusalem Israel, 2012

Early stage start-up designing a web-app to facilitate group collaboration

Market Research Intern

- Completed a competitive market analysis of cell-phone UI apps to determine the MVP for a new phone app
- Conducted interviews and mobile UI tests; collaborated with executives to identify target demographics products

OTHER EXPERIENCE

Software Excel, **Stata**, **SQL**, Qualtrics, SurveyMonkey, **SAS**

Research Methods Survey development; Remote Usability Testing; Card Sort analysis; A/B Testing; Formative research

Public Speaking Experienced in framing ideas to explain complex concepts to a range of audiences

Varsity Squash, Tufts University, 2013-14; **President's Marathon Team**, Tufts University, 2010- 2014