

# Christina Bejjani

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## Summary

I am a **cognitive scientist** dedicated to answering questions about human behavior with *methodological and analytical rigor*, promoting an *inclusive community* that grows potential for all learners, and *learning new skills and frameworks*.

## User Research Experience and Skills

### User Research Consultant

*Freelancer (2020-), W. W. Norton & Company*

- ✚ Coordinated, conducted, and designed efficacy study assessing learning from an online textbook [proposal [1](#), [2](#)]
- ✚ Collaborated with editorial, marketing, and academic team across multiple phases of data collection and analysis

### Behavioral Research Design, Analysis, and Online Programming

*PhD Student (2016-), Duke University & Research Associate (2014-2016), Rutgers-Newark*

- ✚ Programmed experiments and conducted usability tests [[1](#), [2](#)] to inform code functionality [[Github](#)]
- ✚ Analyzed behavioral and brain data (> 3,000 participants) in Python, Matlab, R, SPSS, and JASP for 30+ studies using multiple statistical methods and techniques (e.g., regression, log analysis, A/B testing)
- ✚ Synthesized qualitative and quantitative methods and developed data wrangling and statistical analysis pipelines

### Science Communicator

*Duke University Educator, Mentor, & Team Leader (2016-)*

- ✚ Taught psychology as primary instructor and received near perfect teaching evaluations [[student feedback](#), [site](#)]
- ✚ Mentored researchers through programming with JavaScript and running online studies [ongoing [syllabus](#)]
- ✚ Led and wrote a team proposal that secured \$25k in funds for applied research on mental health [[grant](#), [news](#)]

### Chief Operating Officer, LitLush LLC

*Youtube meets Goodreads in a social media start-up for book lovers: Long Live Lit! (2013-2015)*

- ✚ Supervised a team of developers on user-centered design [[1](#), [2](#)] and recruited beta users from the target market
- ✚ Designed and strategized about prototypes, logos, and brands that resonate with the audience [[logo](#)]

## Research Areas

*How do we learn to adjust our attention across various contexts?*

- ✚ Investigated whether people approach new situations with a heightened sense of attention, because similar environments have proven difficult in the past, via experiments coded in JavaScript, HTML, CSS
- ✚ Earned 25+ awards and grants, published 6 peer-reviewed papers, and presented 12 posters at conferences [[CV](#)]

*Do our beliefs about the nature of intelligence predict everyday behaviors and brain responses?*

- ✚ Recruited, supervised, and collaborated with cross-school team of 20+ members to examine, via Qualtrics surveys within 13 STEM classrooms, how free-text responses reflect intelligence mindsets
- ✚ Documented research impact via web-based algorithm categorizing language as indicative of intelligence mindsets [[prototype](#), [site](#)], research presentations [[1](#), [2](#)], an [art exhibit](#), and publications [e.g., [Bejjani et al., 2019](#)]

## Education

Duke University, Psychology and Neuroscience, PhD, May 2021 (expected)

Duke University, Psychology, MA, 2018

Pomona College, Neuroscience, BA, 2013