# Christina Bejjani

✉ cb383@duke.edu  📞 818-665-9350  ℂℬ christinabejjani.com  in/christina-bejjani

## 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 [slides, 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