

# 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

### 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
- ✚ Created interactive Tableau dashboard of results and published white paper to present findings

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

*PhD Student (2016- ), Duke University & Research Associate (2014-2016), Rutgers-Newark* [academic [CV](#)]

- ✚ Earned 25+ awards and grants, published 6 peer-reviewed papers, and presented 12 posters at conferences
- ✚ Led and developed research projects, which include modeling whether individual differences in attention relate to individual differences in mental health (confirmatory factor analysis, reinforcement learning); testing whether people spontaneously form expectations about new environments ([permutation analysis code](#)); and using text analysis of 13 STEM classroom surveys to categorize language that reflects beliefs about the nature of intelligence ([web algorithm](#), research presentations [[1](#), [2](#)], [art exhibit](#))
- ✚ Conducted data manipulation and analysis in Python, Matlab, and R for 30+ studies using multiple statistical methods and techniques (e.g., regression, mixed effect models, A/B testing)
- ✚ Synthesized qualitative and quantitative methods and pursued more training (mySQL, machine learning classes)
- ✚ Programmed online crowdsourced experiments and surveys in JavaScript, HTML, CSS, and Qualtrics and performed usability tests [[1](#), [2](#)] to inform code functionality [[Github](#)]
- ✚ Designed and coded [my own website](#) and [tutorial website](#) on programming online social science experiments

### Science Communicator

*[Award-winning](#) Mentor, Educator, & Team Leader at Duke University (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 [developing [tutorial site](#)]
- ✚ Led and wrote a team proposal that secured \$25k in funds for applied research on mental health [[grant](#), [news](#)]
- ✚ Supervised summaries of Duke research [example [1](#), [2](#)] and blogged about community building measures [[1](#), [2](#)]

### Chief Operating Officer, LitLush LLC

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

- ✚ Collaborated with a team of front-end and back-end developers for user-centered design [example pages [1](#), [2](#)]
- ✚ Coordinated and recruited a team of beta users and promoters comprised of the target audience
- ✚ Designed and strategized about prototypes, logos, and brands that resonate with the audience [[logo](#)]

## Education

Duke University, Psychology and Neuroscience, PhD, March 29, 2021 (expected)

Duke University, Psychology, MA, 2018

Pomona College, Neuroscience, BA, 2013