CIARA WILLETT

UX RESEARCHER, COGNITIVE PSYCHOLOGIST

SUMMARY   I am a trained cognitive psychologist with 8 years of experience in researching human behavior. My work in causal learning & decision making provides me with a unique perspective, particularly for how people process data and learn about new concepts. I'm an adept problem-solver with expertise in quantitative and qualitative methods. I also have extensive experience in front-end & back-end programming.

📞 (240) 381 - 7432

✉ ciarawillett@pitt.edu

🌐 www.ciara-willett.com

in linkedin.com/in/ciara-willett

RESEARCH / WORK EXPERIENCE

Studying Causal Learning over Long Timeframes

2017 - 2021 | **Roles** Lead Researcher, Web Developer

- Built a responsive web application to study how people learn and remember cause-effect relations over weeks.
- Led teams of 8-10 research assistants to conduct online & in-person recruitment of over 2000 participants across three studies, including a Facebook advertising campaign that recruited 800+ users.
- Developed a text reminder system using Twilio and built scheduling software to maintain large-scale data collection with 2-3% attrition.
- Analyzed large datasets using ANOVAs, A/B tests, & regressions.
- Designed a curriculum to teach undergraduate researchers (without statistical experience) how to conduct statistical analyses in R.

Case Study: Purchasing Internet Online

2020 | **Roles** Researcher, Designer, Data Analyst

- Ran a series of contextual interviews and analyzed the findings using affinity diagrams to identify user wants/needs and pain points when purchasing an internet plan online.
- Selected appropriate design sprint methods to brainstorm novel solutions & conducted speed dating sessions to gain insights.
- Developed a prototype that tested two novel features, using Figma.
- Conducted usability testing & summarized key findings.

CliMate - A Smartphone App to Reduce Climate Anxiety

2022 | **Roles** UX Researcher, Design Lead

- Collaborated with a team of clinical psychologists to develop an app that utilizes therapy techniques to reduce climate anxiety & help users engage in climate related actions.
- Conducted focus groups with the target market and communicated key insights with stakeholders.
- Designed a pitch deck for the "Big Idea Blitz" competition at the University of Pittsburgh; our team won 2nd place!

EDUCATION

august 2022 | University of Pittsburgh
PhD & **MS** in Cognitive Psychology,
minor: quantitative methods

2017 | Seton Hall University
MS in Experimental Psychology,
concentration: cognitive neuroscience

2014 | St. Mary's College of Maryland
BA in Psychology,
minor: educational studies

SKILLS / METHODS

Research / Design

Lab / Online Studies	Prototyping
Survey Design	Wireframing
Card Sorting	Usability Testing
Contextual Inquiry	Focus Groups

Data Analysis

A/B Testing	ANOVA
Linear Regression	Logistic Regression
Machine Learning	Mixed-Effects Models

Tools

Qualtrics	Sketch
MTurk	Figma
E-Prime	Tobii eye tracking
R / RStudio	RShiny
Python	SQL
SPSS	neo4j
HTML/CSS	Javascript/jQuery
GitHub	Google App Engine
Twilio	Google Cloud

ADDITIONAL EXPERIENCE

Fostering Resilience and Engagement in Law Students

2022 - now | **Roles** Researcher, Designer, Data Analyst

- Co-led focus groups to gain insights about the first-year experience.
- Conducted A/B testing of online and in-person interventions that encourage first-year law students to adopt an adaptive mindset.
- Designed a mixed-methods survey to learn about students' experiences with the grading curve and analyzed responses.
- Summarized key insights in a report for the administration that led to the dissolution of the grading curve policy.

Teaching "Why Correlation Doesn't Imply Causation"

2021 - now | **Roles** Lead Researcher, Designer, Data Analyst

- Designed and tested three methods of teaching students how to use causal diagrams to illustrate alternative explanations for a correlation in an observational study.
- Used insights from results and participant feedback to make iterative changes & improve performance.
- Mentored undergraduate research assistants in research methods and qualitative coding techniques.

Teaching Fellow - Research Methods in Psychology

2019 - now | **Role** Primary Instructor

- Independently taught sections of 30-90 undergraduate psychology students across multiple semesters.
- Delivered engaging online and in-person lectures about foundational principles of research.
- Created homework assignments to foster deeper understanding of the material and teach students how to apply research principles to actual scientific articles and studies in psychology.
- Designed online and in-person assessments to evaluate students' knowledge and progress in the course.
- Developed an RShiny application to help students visualize when they should control for third variables in a regression.
- Mentored undergraduate teaching assistants.

chef brett bankson - personal website (bbbankson.github.io)

2021 | **Roles** Design Lead, Web Developer

- Met with client to discuss goals for business and understand their position within the food industry space.
- Created simple prototypes using Sketch to present different design options and incorporated client feedback into final design.
- Coded website using HTML/CSS, & javascript.

COURSEWORK

Research / Design
HCI for Technology Executives
Advanced Research Methods

Advanced Data Analysis
Data Visualization
Data Management
Machine Learning
Mixed Effects Models
Applied Regression Analysis

Human Behavior
Human Skill Acquisition
Decision Science and Policy
Human Cognition and Memory

AWARDS / HONORS

2022 | **Big Idea Blitz, 2nd place**
University of Pittsburgh

2021 | **Graduate Council Award**
Learning, Research, & Development
Center (University of Pittsburgh

2020 | **Tim Post Award for Excellence in Research, 2nd place**
Learning, Research, & Development
Center (University of Pittsburgh)

2014 | **Showcase Project Award for Undergraduate Thesis**
St. Mary's College of Maryland

SERVICE

2019 - now | **web developer**
Psychology, Equity, Inclusion, and
Community (PEIC) Committee

2019 - now | **representative**
Graduate Student Organization

2018 | **representative**
Cognitive Psychology Program

2017 | **volunteer**
TeenTech Workshop for Women in STEM