

Dr. Heather Herriot, PhD

Behaviour Research Scientist

I am a researcher with 8+ years of experience leading human centered research. Passionate about using research methods (longitudinal, experimental, survey) and advanced data analytic techniques (regression, multilevel modelling, ANOVA) to solve complex problems and tell a story.



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Montréal, QC

Experience

Behaviour Scientist Consultant

Flöka

05/2018 - Present

- Consulted on data analysis, AI, UX design, research methods, and user stories through collaboration with CEO, engineers, designers.
- Analyzed qualitative and quantitative user goal data which were summarized in a report highlighting key insights and actionable insights for stakeholders to improve UX.
- Audited UX of onboarding and mobile/web user insight features based on scientific literature reviews and usability intuitions with focus on user-centred design.
- Consulted with marketing team to understand trends and generate strategies for social media and advertising.

Graduate Research Scientist

Personality Aging and Health Lab, Concordia University

09/2015 – 07/2021

- Conducted research using regression and multi-level modelling to study how stress impacts physical health outcomes (e.g., Inflammation, cortisol, chronic illness) in older adults, resulting in 4 first-author publications.
- Designed and managed study examining how self-compassion predicts biological and cognitive stress-reactivity in older adults using a computer task, research actors, saliva assessments, and survey questionnaires.
- Collaborated with external laboratory to conduct multilevel modelling on study examining effects of intervention on cortisol and emotion outcomes, resulting in an international research conference presentation.
- Lead the research design and execution of eye-tracking study aimed at studying how optimism relates to time spent looking at emotional faces in young vs. older adults, resulting in research report based on insights.

Teaching Assistant

Concordia University, Statistics (9x) / BA theses course (1x)

09/2016- 04/2021

- Led weekly lab sessions teaching practical applications of statistical techniques in SPSS and Excel.
- Won Council of Canadian Departments of Psychology - Teaching Assistant Award (2021) based on extremely positive student feedback.

Research Assistant

Health Behavior and Emotion Lab, Dept. of Kinesiology, U of T

01/2018 – 04/2018

- Hired to conduct multi-level modelling analyses for client on longitudinal variability in physical activity, measured using wearable technology.
- Compiled results into a report for stakeholder with key insights and highlighted actionable recommendations.

Skills

Research Planning and Design

Survey Design

Longitudinal Design

Quantitative Methods

GLM

Multilevel modelling

ANOVA

Descriptive Statistics

Actionable Recommendations

Correlation

Key Insights

User Experience

Cross-functional Teams

Marketing

Conference Presentations

Tools

SPSS

R

Qualtrics

Mixpanel

Eye-tracking

Education

Ph.D., Psychology 2021

Concordia University (4.33 GPA)

M.A., Psychology 2017

Concordia University (4.0 GPA)

B.A. Hons., Psychology 2015

University of British Columbia (4.0 GPA)

Accomplishments

Production and communication of research

- Published 4 first-author reports in scientific journals, 7 talks and 6 poster presentations at conferences.
- Selected as top 10 PhDs at Concordia for Public Scholar program (\$10k), published op-ed in *Montreal Gazette*, and 5 blogs communicating research to public.

Research Awards

- Won 4 competitive national/provincial fellowships (>\$200k). Won 14 academic awards (>\$40k).

Management and training of researchers

- Supervised and mentored 4 undergraduate BA Hons theses, and 1 MA thesis.
- Graduate student mentor for Canadian Psychological Association (2016), and Concordia (2018).