

# KEANA RICHARDS



## RELEVANT EXPERIENCE

### ● Quantitative User Experience Research Intern

Google

- Translated complex research problem into evidence-based, actionable results through 14-week research program combining qualitative and quantitative methods across 8 studies to understand users' pain points while interacting with Google Search
- Collaborated closely with and communicated results to cross-functional stakeholders across 10+ teams to drive product design decisions
- Built and validated novel metric of perceptions of Google Search features

### ● Doctoral Researcher

University of Pennsylvania

- Planned and directed multiple research projects in collaboration with researchers in Psychology, Marketing, Engineering, Management, Mathematics, and Human Development departments across 3 institutions
- Performed qualitative (e.g., grouped text responses into themes) and quantitative (e.g., created survey experiments) analyses to understand impact of identity on labor market decisions
- Designed and earned funding for A/B tests determining whether virtual reality intervention affects racial prejudice (\$6000) and whether competition affects gender differences in preparation (\$20000)
- Supervised both high school and college students in designing and using R to analyze experimental research projects, culminating in research awards and publications
- Led workshop on [Data entry, cleaning, and reproducible data management/analysis practices in R](#) during research assistant training



## EDUCATION

May  
2022

### ● PhD, Psychology

University of Pennsylvania

Dec  
2021

### ● MA, Statistics

University of Pennsylvania, The Wharton School

- [Master's thesis](#): ran multilevel linear models in R to analyze the impact of race and voice pitch on person perception; presented results at international conference attended by 3800 academic and industry professionals

May  
2017

### ● BA, Psychology (cum laude)

University of Maryland, College Park

- BSOS Summer Scholar: [Behavioral data analysis of how confronting prejudice affects interpersonal relationships](#)
- Research assistant with the Identity and Diversity Management Lab and the Language and Music Cognition Lab

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🐙 [Github](#)  
🌐 [Website](#)  
in [LinkedIn](#)

## STATISTICAL SOFTWARE

R  
Python

## ANALYTICAL METHODS

descriptive and inferential statistics, multivariate data visualization, multivariate regression

## RESEARCH STRENGTHS

survey design, experimental design, reproducibility (e.g., Github version control)

*Made with the R packages  
[pagedown](#) and [datadrivencv](#).*

*The source code is available on  
[github.com/keanarichards/resume](https://github.com/keanarichards/resume).*

*Last updated on 2022-01-19.*