

JESSICA LAZEN

Machine Learning UX Researcher

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EDUCATION AND HONORS

New York University, New York, NY

December 2025

M.S. in Applied Statistics for Social Science Research, GPA: 3.9

Relevant coursework: Statistical Computing (R), Machine Learning & AI, Psychometrics & Latent Variable Modeling, Survey Design, Deep Learning (Python), Messy Data, Ethics of Data Science, Data Communication

Rutgers University Honors College, New Brunswick, NJ

May 2021

B.A. in Cognitive Science and Philosophy, GPA: 3.8

WORK EXPERIENCE

New York University, New York, NY

Research Operations Lead

July 2022 - Present

- Translated user research into technical requirements, collaborating with IT and lab stakeholders to transform a SQL-based participant management database (100+ users, 40,000+ records) to better align with user needs.
- Led mixed-methods UX research (interviews, journey mapping, usability testing) to identify pain points, directly informing redesign decisions that increased recruitment efficiency by 300%.
- Directed recruitment and advertising strategy, serving as the primary point of contact for the creation, testing, and optimization of 60+ campaigns to maximize participant engagement.
- Developed evaluation frameworks combining quantitative metrics and qualitative feedback to assess system usability and guide iterative design.

Graduate Adjunct

September 2025 - December 2025

- Taught the *Applied Statistics for Social and Behavioral Science* lab, guiding students through hands-on data analysis, statistical modeling, and interpretation of real-world data.

CUNY School of Labor and Urban Studies, New York, NY

Quantitative Reasoning Specialist

August 2025 - Present

- Mentored graduate students on quantitative research methods and data storytelling, helping them translate data and statistical results into insights for interdisciplinary capstone research projects.

Adjunct Lecturer

August 2024 - June 2025

- Taught 4 classes of *Statistics for Social Change* to non-traditional undergraduate and pre-college students, applying inclusive and accessible pedagogy to make statistical concepts understandable and relevant to all learners.
- Designed course materials emphasizing human-centered data practices, transparency, and ethical considerations for responsible use and interpretation of data.

SELECTED RESEARCH PROJECTS

West Interpersonal Perception Lab @ NYU - Dr. Tessa West

September 2025

Tools & Methods: Python, ConvoKit, NLP feature engineering, mixed-effects modeling, data pipelines

- Built an end-to-end data pipeline combining attitudinal survey data with behavioral, linguistic, and physiological measures into an analysis-ready multimodal dataset for predictive modeling.
- Engineered NLP features (linguistic coordination, turn-taking) and applied mixed-effects models to assess how communication patterns predict persuasion, trust, and other behavioral outcomes.

Global Country Segmentation via Unsupervised Clustering

April 2025

Tools & Methods: R, Gaussian mixture models, model evaluation & interpretability, data visualization

- Applied data-driven segmentation using various clustering methods to compare model suitability and generate interpretable insights into global development, geography, and language.

Kids Concepts Lab @ NYU - Dr. Marjorie Rhodes

June 2024 - February 2025

Tools & Methods: R, Qualtrics, experimentation, survey analysis, causal inference, data communication

- Designed and executed randomized experiments studying how children and adults interpret language and form beliefs about groups, illuminating developmental patterns in social cognition.
- Conducted advanced analytics in R and authored a first-author publication in *Proceedings of the Cognitive Science Society* (2025).