JOANNE VARUGHESE

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ACADEMIC HISTORY

University of Warwick   2024-2026

Master of Science in Behavioural and Data Science

- Completed modules focused on advanced statistical analysis techniques (e.g., regression, classification) to derive meaningful insights from large, real-world datasets.
- Regularly use Python and R as core languages in data analysis.

University of Bath   2020-2024

Bachelor of Science in Psychology - Graduated with a 2:1

- Completed a Neuroeconomics module with a focus on behavioural finance concepts, including prospect theory, loss aversion and decision-making under risk.
- Consistently achieved high scores on quantitative research reports utilising statistical modelling

Sunway College Kuala Lumpur | 2018-2020   2018-2020

Cambridge International A-Levels

- Psychology (A), Mathematics (A), Biology (A), AS Chemistry (A)
- Recipient of the Jeffrey Cheah Merit Scholarship

Asia Pacific International School | 2017-2018   2017-2018

Cambridge International IGCSE

- 9A*-B grades, including Mathematics (A*), English as a First Language (A*)

RELEVANT WORK EXPERIENCE

Lead Behavioural Science Consultant | 2025-Present

Orbit

- Led a cross-functional team to develop a predictive model using Python (PyTorch), identifying target user segments from real-world social media data, translating behavioural trends into actionable insights for strategic decision-making.
- Used behavioural science research to segment users by key individual traits, directly informing the development of personalised features, including targeted email campaigns, to improve user engagement.
- Cleaned real-world datasets using industry-standard techniques (e.g., imputation, consistency checks), ensuring reliability and accuracy of reporting metrics used in internal analysis.
- Facilitated cross-functional meetings to align project goals with broader business objectives, ensuring clear communication and consistent progress tracking across departments.
- Delivered concise project updates to senior stakeholders, integrating feedback to adjust strategy and improve alignment with business priorities.
- Gained hands-on experience with SQL and Tableau for business-focused data analysis and reporting, strengthening the ability to work with BI tools.

Cyberpsychology Research Analyst | 2022-2023

CybSafe - Science & Research

- Co-authored two industry reports translating complex analyses of cybersecurity behaviours and attitudes into clear and visually engaging insights, which were presented to industry stakeholders and experts at multiple conferences.
- Generated detailed visualisations and descriptive statistics using SPSS, Google Sheets, and Excel, with a strong emphasis on accuracy and clarity.
- Compiled a summary of key insights that was shared with senior report stakeholders, including senior management of the U.S.-based National Cybersecurity Alliance, demonstrating clear, non-technical communication of data insights.
- Designed and analysed a behavioural survey on Gen Z cybersecurity habits, using Python for trend analysis and translating results into a blog post for public and stakeholder audiences.
- Led user research through interviews and surveys, producing thematic analysis of customer feedback that directly informed product and strategy discussions across cross-functional teams.
- Conducted stakeholder segmentation and opportunity analysis using customer and compliance data, delivering strategic insights to support decision-making in the Marketing department.
- Mentored an incoming intern, supporting their integration into the fast-paced startup environment.

LEADERSHIP EXPERIENCE

Nudge Team Mentor | March 2025
Warwick Behavioural Insights Team

- Guided interdisciplinary teams in applying behavioural science, contributing to a research-informed solution that received recognition in a competitive innovation challenge.
- Advised teams on interpreting behavioural science theories, translating complex psychological and social research insights into actionable recommendations with practical impact.
- Coached team members in data storytelling and communication, helping refine how they present findings to both technical and non-technical stakeholders, including senior leaders.

Peer Assisted Learning (PAL) Leader | 2023-2024
University of Bath Peer Support

- Delivered weekly interactive sessions for psychology students, translating complex statistical concepts (e.g. SPSS, survey design) into accessible, applied guidance.
- Collaborated with fellow PAL leaders to design and continuously improve session content, sharing insights through interdisciplinary discussions to improve delivery quality and student engagement.
- Independently designed and led a hands-on SPSS workshop, guiding students through statistical analysis and visualisation with an emphasis on clear interpretation and data ethics.

AWARDS AND ACHIEVEMENTS

Finalist of BCSWomen LoveLace Colloquium | 2023
University of Sheffield, British Computing Society for Women

- Selected as the sole psychology student among computer science finalists, demonstrating the ability to bring behavioural science expertise into data-driven, cross-functional discussions on complex technical and strategic challenges.
- Contributed behavioural and social science perspectives in an interdisciplinary finalist cohort, bridging the gap between technical analysis and human decision-making in collaborative problem-solving.
- Actively engaged in cross-disciplinary knowledge exchange on behavioural science in the digital space, strengthening ability to apply communicate behavioural insights effectively across technical and business domains.

Recipient of the International Duke of Edinburgh Bronze Award | 2018
Asia Pacific International School

- Organised a self-sufficient camping expedition of over 10km in unfamiliar terrain, demonstrating resilience, fast problem-solving, and strategic thinking.
- Volunteered as a teaching assistant, delivering structured academic support and communicating complex material in an accessible format, improving skills related to time management and interpersonal communication
- Delivered detailed summaries of activities and outcomes to evaluators, effectively communicating progress and achievements to diverse audiences.

EXTRACURRICULARS

Experienced Nightline Volunteer | 2020-2024
University of Bath Nightline

- Provided confidential, empathetic support to anonymous callers, demonstrating emotional intelligence and the ability to maintain trust and ethical standards.
- Rapidly identified and proposed effective solutions to complex issues, demonstrating strong analytical and decision-making skills.
- Collaborated with fellow volunteers to develop strategies for managing challenging scenarios, reflecting adaptability and cooperative problem-solving in dynamic environments
- Proactively sought out and applied new techniques to enhance communication and reasoning abilities, supporting continuous personal and professional growth.

ADDITIONAL SKILLS

- **IT Skills:** Proficient in Microsoft Office, Google Workspace, Qualtrics, QuestionPro, Zoom and Slack
- **Software & Coding:** Advanced SPSS and JASP. Intermediate Python and R. Beginner SQL and Tableau.
- **Languages:** English (fluent written and spoken) and Malay (basic written and spoken)

References are available on request.