

KEANA RICHARDS



RELEVANT EXPERIENCE

May 2022
|
September 2017

Doctoral researcher

University of Pennsylvania

Philadelphia, PA

- Planned and directed multiple research projects in collaboration with researchers in Psychology, Marketing, Engineering, Management, Mathematics, and Human Development departments across 3 institutions
- Designed qualitative (e.g., grouped text responses into themes) and quantitative (e.g., created surveys) studies to analyze impact of identity on labor market decisions, with the potential to reduce disparities across social groups
- Master's thesis in Statistics:** 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
- 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 psychology honors student in designing experimental research project, presenting research, and writing honors thesis, culminating in research award
- Led workshop on [Data entry, cleaning, and reproducible data management/analysis practices in R](#) during research assistant training

September 2021
|
June 2021

Quantitative User Experience Research Intern

Remote

Google

- Designed large-scale surveys to assess validity and reliability of novel metric about perceived similarity of Google Search features
- Created and implemented moderated interviews to understand users' pain points while interacting with Google Search



EDUCATION

May 2022
|
September 2017

PhD Candidate, Psychology

University of Pennsylvania

Philadelphia, PA

May 2022
|
September 2017

MA Candidate, Statistics

University of Pennsylvania, The Wharton School

Philadelphia, PA

May 2017
|
September 2014

BA, Psychology (cum laude)

University of Maryland, College Park

College Park, MD

- 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

SPSS

Python

STATISTICAL AREAS OF EXPERTISE

multilevel linear modeling, logistic regression, mediation, moderation, factor analysis, ANOVA

RESEARCH STRENGTHS

survey design, experimental design, RMarkdown reports, data visualization with ggplot2, data wrangling with regular expressions and the tidyverse in R, reproducibility (e.g., Github version control)

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

The source code is available on github.com/keanarichards/resume.

Last updated on 2021-06-28.