

# Nallely De La Rosa

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## Work Experience

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**Graduate Researcher** – Social Perception & Motivation Lab, New York University Jun 2023 – Present

- Designed and ran mixed-methods studies (surveys, interviews, experiments) on leadership belonging and stereotype impact.
- Conducted usability-style testing (eye-tracking, Qualtrics prototypes) and synthesized findings into actionable interventions.
- Applied text analysis to survey and interview data to extract themes driving leadership identity development.
- Presented results to academic and applied audiences; advised on program design to improve youth leadership engagement.

**Summer Intern** – Intergroup Neuroscience Lab, Harvard University Jun 2022 – Aug 2022

- Executed behavioral experiments on group learning and preference formation; analyzed data using R and Python.
- Delivered poster presentations at two national symposia, highlighting methodological innovations and findings.

**Research Assistant** – CATCH Lab, CSU Northridge 2021 – 2023

- Conducted survey- and interview-based studies with youth populations; co-authored multiple conference presentations.
- Supported experimental design, IRB documentation, and quantitative analysis (SPSS, R).

## Selected UX Projects

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**Spotify Collaboration Feature (NYU UX Course)** – UX Researcher & Designer

- Led qualitative interviews and usability testing to validate a live music-sharing feature.
- Created personas, journey maps, and wireframes; iterated designs based on findings.

**Fostering Resilience through Leadership Identity (Design Thinking Bootcamp)** – UX Designer

- Facilitated stakeholder ideation; produced low-fidelity prototypes for community-rooted youth leadership interventions.
- Presented user-centered solutions and aligned goals with cross-functional teams.

## Education

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**New York University** – Ph.D. in Social Psychology 2023 – Present

GSAS Dean's Fellow; MacCracken Fellow

**California State University, Northridge** – B.A. Child & Adolescent Development, Magna Cum Laude  
2019 – 2023

## Technical Skills & Methods

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**Quantitative Methods:** regression (linear, logistic), ANOVA, multilevel modeling (linear, logistic, Poisson, negative binomial), text analysis, survey design, A/B testing

**Qualitative Methods:** usability testing, in-depth interviews, affinity diagramming

**Tools:** R, Python, SPSS, Qualtrics, Figma

**Languages:** English, Spanish