


# Peter Whitehead

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## Summary

An innovative behavioral scientist with a track record of designing and leading several research projects concurrently. Peter applies analytical rigor to evaluate both qualitative and quantitative questions using his deep understanding of advanced statistical methodologies. He is seeking an opportunity to improve organizational decision making by delivering actionable insights for product development and management.

## Skills

- End-to-end research design and execution
- Adapt to new technology and research methodologies
- Advanced statistical methodologies: A/B testing, network analysis, multivariate/hierarchical regression, t-test/ANOVA, machine learning (support vector machines, linear discriminant analysis, Tensorflow)
- Data analysis tools: R, Python, SQL, SAS, Git
- Data visualization tools: Tableau, matplotlib
- Experimental design for quantitative/qualitative designs (survey, usability testing, eye tracking)
- Team Management and Collaborative Leadership
- Teaching Classes and Workshops

## Experience

### *Senior Researcher, Duke University*

*June 2021 – present*

- Lead research projects for Department of Defense that inform the development of ML-assisted technology
- Conduct UX research for the CDC behavioral science grant on public health messaging campaigns
- Identify and develop strategic research programs to solicit external funding from federal agencies (awarded over \$250,000 in funding in the past year)
- Allocate budgeted resources across multiple experiments, projects, and grants.
- Complete large-scale data analysis on 15+ studies using various statistical methodologies and data analysis tools
- Visualize and communicate results in presentations to non-technical stakeholders and collaborators
- Manage two separate research teams, guiding project design and teaching research techniques and skills

### *PhD Researcher, Duke University*

*August 2016 – May 2021*

- Led 10+ projects conducting experimental design for large-scale, online data collection for both qualitative and quantitative designs (behavioral, self-report; survey, Qualtrics, Javascript)
- Designed and executed both qualitative and quantitative projects from start to finish
- Developed novel methods in hierarchical regression modeling and network analysis procedures for assessment of individual differences in human behavioral/survey data
- Conducted data collection, cleaning, and statistical analyses for 50+ studies using multiple methods
- Created curriculum and delivered live workshops and classes at both the undergraduate and graduate levels,
- Oversaw the creation of the 'Mentoring Handbook' to guide other mentors with best practices
- Mentored several undergraduates over the course of seven independent study projects, three undergraduate thesis projects, and in leadership for two summer research initiatives (15+ undergraduates)

### *Intern, VU Amsterdam*

*January 2020 – March 2020*

- Lead researcher on three quantitative research projects that demonstrated the relationship between eye movements and neural signals with decision-making and information processing
- Integrated large complex datasets for use in creating decoding and classification machine learning models

## Education

**Duke University** - PhD Psychology (Cognition and Cognitive Neuroscience); Cert. College Teaching

2016 – 2021

**Arizona State University** - BS Psychology; BMus Orchestral Performance

2012 – 2016