

Rushaad Mistry

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PROFESSIONAL SUMMARY

Cognitive Science student at UC Berkeley, double-minoring in Data Science & Statistics, specializing in product research and data-driven strategy. Experienced in experimental design, data analysis, and project management across academic and technical environments. Part data-wrangler, part design thinker, and part “let’s try it and see”, I work to bridge behavioral sciences and product thinking to translate human data into insights for innovation.

EDUCATION

B.A in Cognitive Science. Minors in Data Science and Statistics.

University of California, Berkeley

2023-2027

Berkeley, CA

WORK EXPERIENCE

Research Assistant

Kidd Lab, UC Berkeley

08/2025 - Present

Berkeley, CA

- Research children’s visual attention patterns and learning outcomes in digital media contexts via eye-tracking and computational modeling.
- Process and analyze data with Python & R to identify visual features that improve learning efficacy.
- Collaborate with technical and research teams to interpret data and guide learning media design decisions.

Executive Manager

Berkeley Student Media - Associated Students of the University of California

06/2024 – Present

Berkeley, CA

- Direct operational strategy for UC Berkeley’s student-run Media Center, serving 1000+ users/semester.
- Analyze usage and workflow data (Excel and Tableau) to optimize resource allocation and service capacity.
- Oversee marketing, analytics, and finance teams to deliver 4-6 community events per semester.
- Designed tracking systems for inventory, incident reports, and staffing, improving service reliability.

Research Assistant - Memory Laboratory

University of California, Santa Cruz. PIs: Dana-Lis Bittner, M.S.; Dr. Benjamin Storm.

06/2020 - 06/2023

Santa Cruz, CA

- Designed and analyzed experiments on how digital information sharing and audience framing influence autobiographical memory distortion.
- Built and deployed Qualtrics studies; ran sentiment and regression analyses; conducted literature reviews.
- Presented first-author findings at the [Western Psychological Association Conference \(2023\)](#).

PROJECTS

[Accessibility Analysis & Dashboard for California Mental Health Websites](#)

06/2025– 08/2025

- Build automated testing pipeline (Selenium + axe-core) to evaluate county websites for WCAG compliance.
- Used ANOVA and t-tests to identify how visual website complexity correlates with accessibility issues.
- Developed an interactive React + [D3.js](#) dashboard visualizing recommendations for inclusive design.

TECHNICAL SKILLS

Research & PM | Experimental Design, Behavioral Data Analysis, Mixed-Methods, Eye-Tracking (Eyelink, PsychoPy), Statistical Modeling (ANOVA, Regression), Workflow & System Design, UX Testing, UX Research.

Tools & Data | Python (pandas, numpy, scikit-learn, statsmodels), R (tidyverse, ggplot2, shiny, lme4), SQL, Tableau, ArcGIS Pro, Quarto, [D3.js](#), React, Qualtrics, Notion, Jira, [Monday.com](#), Git/GitHub, Jupyter, SPSS, PsychoPy