

# Trisha N. Patel

## Behavioral Scientist and Data Analyst

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San Francisco Bay Area

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Ph.D. in Cognitive Psychology  
with a concentration in Statistics

## Education

### University of Illinois at Urbana-Champaign (2015-2020)

Ph.D. in Psychology – Cognitive Science

M.A. in Psychology – Cognitive Science

### University of California, Santa Cruz (2011- 2015)

B.S. in Cognitive Science

B.A. in Data Analysis

## Skills

- Experimental Design & Development
- Data Collection and Analysis
- Big Data: Machine Learning and Observational Studies
- Data Analytics & Visualizations
- Qualitative and Quantitative research methods, A/B Testing
- Designing research studies for perception, attention, language, memory, and decision making

## Programming Languages

R, Python, MATLAB, Javascript, HTML, SPSS

## Journal Publications

- Monitoring the ebb and flow of attention: Does controlling the onset of stimuli during encoding enhance memory?
- Exploring the Contribution of Spatial and Non-Spatial Working Memory to Priming of Pop-Out.
- Forgetting as a consequence and enabler of creative thinking.

## Professional Experience

### Synchrony Financial 2020-Present

#### User Experience Research Intern

- Designing, conducting, analyzing, and reporting user-centered design research and usability testing for digital properties across various platforms where customers manage finances

### Graduate Researcher and Teaching Assistant 2015-2020

#### University of Illinois at Urbana-Champaign

- Designed and developed online, interactive research for areas in perception, memory, and attention
- Led studies that implemented computational models for cognitive processing using R and Python
- Graduate Teaching Certificate
  - Led lectures, discussion sessions, office hours, and advising sessions for 1-2 classes per semester while pursuing Ph.D.
  - Class sizes ranged from 10-75 students for both onsite and virtual class settings

### AbbVie Innovation Center at Research Park 2018-2020

#### Statistical Analyst for Health Outcomes Economic Research

- Using real-world data to assess the impact of AbbVie products on payers, providers, and patients
- Working cross functionally, developed new techniques to assess health outcomes for Abbvie products
- Developed and digitized dashboards for Abbvie stakeholders

### National Center for Professional Research and Ethics 2017-2018

#### Project Associate

- Developed an application using R Shiny to identify solutions for common problems occurring in professional settings

### Learning and Memory Laboratory 2012-2015

#### Research Assistant at University of California, Santa Cruz

- Designed, analyzed, and published research addressing the adaptive processes of forgetting

### Learning Support Services 2013-2015

#### Tutor Program Coordinator at University of California, Santa Cruz

- Solicited, acquired and managed budget to fund research studies
- Developed the research study to improve student achievement in Math and helped to implement the recommendations

### NASA Ames: Summer Internship 2014

#### Exploration Technology Human Systems Integration Research Intern

- Research and data analysis to help with the design of spacesuits and habitation of Mars

### University of Rochester: Summer Internship 2013

#### Research Fellow under the supervision of Benjamin Hayden, PhD.

- Advanced research in the neurobiology of decision making in rhesus monkeys