

# Brenda Yang

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## 🎓 Education

### Duke University

PhD Psychology and Neuroscience

2015 – 2021 (anticipated)  
Durham, NC

### University of Southern California

BS Neuroscience, BA Interdisciplinary Studies

2008 – 2012  
Los Angeles, CA

## 🔬 Research Experiences and Skills

### User Experience Research Intern

Instagram

May - August 2020

- Worked within a cross-functional team including Design, Product, & Engineering to design and carry out qualitative and quantitative research projects, including a diary study, user interviews, and logs analysis
- Delivered actionable insights through written reports and 5 impactful presentations, including to product leads and the entire Instagram research team: "Really loved how you told a story." "The metaphor is really going to stick with me... [the implications are] provocative, clear, and exciting." "Truly one of the best presentations I've heard in a while."

### User Experience and Assessment Intern

Duke University Libraries

2017 – Present  
Durham, NC

- Led focus group analysis and co-wrote report illuminating needs of first-generation college students. Impacts: hire of a Student Success Librarian, shifts in programming, new physical spaces [report] [blog post]
- Created and invested diverse stakeholders in organization-wide new web content guidelines & strategy
- Launched, publicized, and assessed use of a physical space focused on well-being [blog post] [conference]
- Involved in: usability testing, A/B testing, card sorting, content strategy, graphic design, web analytics, wayfinding, photovoice method, focus groups, Tableau dashboards, HTML/CSS/Bootstrap

### Advanced Behavioral Research Design and Analysis

PhD Student, Duke University [academic CV]

2015 - Present

- Develop and lead research initiatives, including data manipulation and advanced statistical analyses in R
- Selected research topics include quantifying the misleading effect of y-axis truncation in bar graphs [pre-print], the spread of misinformation [book chapter], and applying text analysis to intelligence mindsets [building a web app, research presentations, art exhibit]
- Statistical consultant at Duke's Social Science Research Institute

### Seasoned Communicator and Storyteller

Award-winning K-12 to educator and science writer

Varied

- Taught high school science for 3 years through Teach for America [student feedback from 2015]
- Adjunct faculty at Elon University with exceptional student ratings [with comparison line]
- Co-facilitated 4-week workshop series on mentoring (program assessment) and led creation of community-based Mentoring Handbook at Duke University
- Freelance science writer. Samples: [SciAm guest blog] [FABBS profile] [Creating a daily writing challenge] .

## ⚙️ Summary I am...

**an innovative thinker**, trained in answering novel questions with rigor and creativity.

**fiercely collaborative**, dedicated to nurturing inclusive, reflective communities that bring out the best in all.

**a lifelong learner**. Exciting fields move quickly, and there will always be a new method or technique to learn. I approach mastering new skills with ready curiosity and adaptability.