

# LINDSAY P. JUAREZ

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## SUMMARY OF QUALIFICATIONS

Social scientist with 12+ years of experience conducting cross-disciplinary experimental and applied research using a variety of methodologies and analytic techniques. Emphasis on using behavioral insights to increase wealth, health, and wellbeing

## WORK EXPERIENCE

**Director** 2020-present  
**Behavioral Scientist** 2019-2020  
*Irrational Labs*

Irrational Labs is a behavioral design consultancy that works with a variety of organizations to redesign or create new products and processes that benefit the end-user. In this work, I lead or partner with internal and external teams on projects such as:

- ❖ End-to-end leadership of financial wellbeing projects with fintech and banking partners funded by Common Cents Lab research initiative
- ❖ Worked with TikTok to design a labeling intervention to reduce shares of potential misinformation videos by 24%
- ❖ Co-created an 8-week, self-paced online bootcamp for health professionals
- ❖ Other projects include
  - ♦ Streamlined application funnel + reminder campaign for a coding bootcamp
  - ♦ A series of guides and implementation coaching for hybrid work at a biotech start-up
  - ♦ Design & measurement (KPI) guidance for homepage updates to a large software platform
  - ♦ Data analysis on financial transactions and budget efficacy for banking startup

**Senior Behavioral Researcher** 2017-2019  
*Center for Advanced Hindsight, Duke University*

CAH partners with large organizations such as healthcare companies and financial institutions to scope, design, and test behavioral interventions to improve the health and financial wellbeing of the organization's employees, clients, and members

- ❖ Created interventions to address problems such as:
  - ♦ Patient medication adherence in a large national pharmacy chain
  - ♦ Flu vaccination uptake in low-income populations
  - ♦ A1c control of Type II diabetes
  - ♦ On-time loan payments
  - ♦ Single and recurring contributions to savings accounts
- ❖ Public science communication through workshops, presentations, and articles
- ❖ Managed internal and external research partner teams; mentored junior researchers

## Ph.D. Researcher, University of Virginia

2011-2017

*Department of Psychology; Batten School for Leadership & Public Policy*

Doctoral training in experimental and applied social psychology

- ❖ Dissertation work examined how trait self-control plays a strategic motivational role by increasing one's sense of joy and commitment in the task at hand
- ❖ Multiple leadership and teaching roles: co-chair of the Psychology Graduate Representation Committee; Executive Board member of the University Women's Forum; head teaching assistant; ad-hoc peer reviewer
- ❖ Secured grant funding from National Science Foundation and university; received multiple competitive awards to present research at national conferences

## Project Coordinator, New York University

2008-2011

*Institute for Human Development & Social Change*

The Aronson lab at IHDSC focused on online and in-school interventions in public school and university contexts to narrow the academic achievement gap.

- ❖ Coordinator and researcher on a multi-year, multi-site federal (IES) grant: designed and implemented study materials; oversaw ethics compliance, budgets and annual reports to university and funding agency; trained graduate and undergraduate researchers

## FREELANCE CONSULTING & INTERNSHIPS

- ❖ **Statistics and methodology consultant** for organizations including:
  - ♦ BioCryst Pharmaceuticals
  - ♦ Ph.D. Insights, a consumer research firm
  - ♦ UVa Environmental Science
  - ♦ Virginia Local Energy Alliance Program
  - ♦ National Legal Research Group, a jury and trial consultancy
- ❖ **Student Trainee, US Government Accountability Office: Center for Design, Methodology & Analysis.** Methods consultant for government research projects, focused on education and natural resources; analyst for Comptroller General Forum on AI and Cybersecurity
- ❖ **Graduate Student Intern, UVa Office for Diversity and Equity**

## EDUCATION

### University of Virginia

- ❖ Ph.D., Psychology, 2017
- ❖ M.A, Psychology, 2013

### Reed College

- ❖ B.A, Psychology, 2008

## RESEARCH SKILLS

### Evaluation

Expert in research design using correlational, quasi-experimental, and experimental techniques including surveys, reaction time, screen-capture, or experience sampling via SMS. Experienced in additional mixed methods such as archival studies; field studies; semi-structured and qualitative interviews or user panels

## **Analysis**

Expert in data cleaning, basic parametric and non-parametric tests, linear and logistic regression, hierarchical and structural equation modeling, survival curves, propensity score matching, van Westendorp price matching, and extensive data visualization, including first prize in competition for clear & effective graphing

## **Presentation**

Author on multiple peer-reviewed articles for academic journals; author of popular press articles and blog posts; organized workshops and presented research for corporate audiences and national conferences. Please see [lindsayjuarez.com/writing](http://lindsayjuarez.com/writing) for a selection of written work

## **ADDITIONAL TRAINING & SKILLS**

- ❖ 8+ years' experience providing formal instruction as a teaching assistant or lecturer
- ❖ Fluent in Spanish; basic spoken French, intermediate ability to read French