Jessica Burgeno, PhD

310-982-0682 | jessica.burgeno@gmail.com | [LinkedIn] | [Portfolio]

SUMMARY

Mixed method design researcher informing creative, evidence-based solutions for public, commercial, and expert-facing products and services. Seeking opportunities to illuminate human-centric solutions.

PROFESSIONAL EXPERIENCE

Behavioral Science Consultant, EcoNudge   09/2024-Present
EcoNudge is an accredited behavioral science consultancy dedicated to supporting climate initiatives.
- Leading research to inform effective climate interventions and trustworthy forecasting tools
- Aligning with clients to design bespoke research in service to their climate-friendly objectives

UX Researcher (contract), Meta Reality Labs (RL) via Russell Tobin   11/2022-11/2024
RL develops immersive hardware and software to enable people to feel connected anytime, anywhere.
- Independently **launched and managed concurrent research programs** for regular feedback from virtual/mixed reality (VR/MR) developers and consumers
- **Increased conversions with a B2B marketing tool by 400k** by informing what more the tool could do to provide value via leading in-depth interviews with VR/MR developers
- **Informed product concept, go-no go, and improvement decisions** across a global developer platform by **aligning with cross-functional partners** from 14+ product teams to independently lead research on testing/analytics, pricing/sales, marketing, technical development, and documentation offerings

UX Research and Behavioral Science Consultant,
Data and Evidence for Justice Reform (DE JURE) program, The World Bank   06/2021-06/2022
DE JURE provides a global platform to expand the evidence base of 'what works' in justice reform.
- Informed target audiences, use cases, and workflow designs for **AI/ML-assisted legal decision aid** apps by leading foundational research with international legal experts

Behavioral Researcher and Instructor,
Decision Making with Uncertainty (DMU) Lab, University of Washington (UW)   09/2016-06/2022
DMU Lab informs public messaging design to support high-stakes decision-making under uncertainty.
- Informed UW's return-to-campus covid mask messaging by identifying a message design that **significantly increased willingness to take appropriate protective action** among young adults via interdisciplinary collaboration on an **experimental survey** with a nationally representative sample

UX Researcher, Booke   12/2021-02/2022
Booke is a start-up disrupting the book industry with a decentralized autonomous organization for books.
- Informed pitch design and future research and recruitment strategies by leading **foundational research** with indie booksellers

EDUCATION

PhD | Cognitive Psychology, University of Washington   2022
B.A. | Psychology, Minor: Criminal Justice, Humboldt State University   2011

RELEVANT SKILLS

- Applied research, research design, design of research tools and materials, quantitative (e.g., A/B testing, surveys) and qualitative methods (e.g., interviews), cross functional teamwork and collaboration, scope and prioritize product features, wireframes, data management, cleaning, analysis (e.g., thematic, descriptive and inferential, uni- and multivariate), visualization, and interpretation
- **Tools**: Excel, SPSS, R, Qualtrics, SurveyMonkey, UserTesting, UserZoom, Optimal Workshop, Rev, Figma, Adobe XD, Miro, Mural, Trello, Jira