

# KATHRYN AMBROZE

kambroze@sas.upenn.edu | [Linkedin.com/in/kathrynambroze](https://www.linkedin.com/in/kathrynambroze) | <https://kathrynambroze.com/> | 631.624.1747 | Philadelphia, PA

---

## RELEVANT WORK EXPERIENCE

- Director of Behavioral Insights and User Experience, HCD Research, Flemington, NJ** August 2022 – Present
- Design and conduct human-centered studies to fill learning gaps, identify opportunities, and inform product decisions
  - Conduct 5+ stakeholder interviews to build a research roadmap to determine scope, timeline, engagement, and expectations
  - Moderate 100+ hours of 1:1 semi-structured interviews remote and in-person with recruited users and non-users
  - Collaborate with the data science and analytics team to articulate consumer responses into key recommendations for clients
  - Co-host and founder of HCD's 'MindSet' podcast – a weekly series about consumer neuroscience and human behavior
- Manager of Behavioral and Marketing Sciences, HCD Research, Flemington, NJ** January 2020 – August 2022
- Led over 15 domestic and global projects in collaboration with a network of internal and external research partners
  - Designed effective communications for complex concepts in a simple manner—oral or written—for presentations, publications, infographics, social media outlets, and blog posts, resulting in a 15.6% increase in social media engagement rates
  - Spearheaded an initiative to include neuroscience tools, such as EEG, in user research and serve as the lead point of contact
- User Engagement Researcher, Talkspace, Remote** May 2022 – August 2022
- Designed a Qualtrics survey and email prompt sent to over 20,000 users which exceeded the completion benchmark by 3x and will be used to inform future National Institute of Mental Health micro-randomized trials, focus groups, and A/B tests
  - Submitted push notification copy within an engagement strategy recommendation to marketing for B2B and B2C stakeholders
- Nudge Cartographer and Excavator, The Wharton School at the University of Pennsylvania, Philadelphia, PA** May 2022 – Present
- Review and map choice architecture meta-analyses across 10 behavioral science conditions to organize social science literature
- Reviewer, Neuromarketing Science & Business Association (NMSBA), Utrecht, UT, Netherlands** October 2021 – Present
- Provide critical feedback on the scientific integrity of submissions for an international audience of over 2,000 subscribers
- Behavioral Research Scientist, HCD Research, Flemington, NJ** January 2019 – December 2019
- Supported senior leaders by conducting 20+ literature reviews and fielding over 10 mixed-methods research projects
  - Evaluated the effectiveness of 25+ modern technologies to streamline the research process
  - Improved data visualizations for more intuitive and accessible client deliverables
- Digital Marketing Intern, eBerryBox, Copenhagen, Denmark** October 2016 – January 2017
- Developed, wrote, and created 3 promotional storyboards and advertisements for an early-stage start-up company

## RELEVANT ACADEMIC EXPERIENCE

- Master's Student, Behavioral and Decision Sciences** University of Pennsylvania, Philadelphia, PA August 2020 – August 2022
- Proposed 6 return-to-office strategies based on research, interviews, projective exercises, and experimental analysis to a Big 4 consulting firm's executive team who implemented recommendations across the firm
  - Conducted generative research for the product development team at BARK Box by screening, recruiting, and executing 9 interviews, in-field observations, and projective methods synthesized via metaphors, visual frameworks, and a storyboard
- Applied Neuroscience Lab Researcher, Muhlenberg College, Allentown, PA** January 2016 – June 2018
- Executed 3 studies across multiple disciplines (neuroscience, psychology, media and communications, business) to integrate biometrics and eye-tracking software with survey measures to analyze user experience

## EDUCATION

- University of Pennsylvania, Philadelphia, PA August 2022  
**Master's in Behavioral and Decision Sciences, GPA: 4.0/4.0**
- Muhlenberg College, Allentown, PA May 2018  
**Bachelor of Science in Neuroscience, Minor in Business, GPA: 3.5/4.0**
  - Study Abroad:* Danish Institute of Study Abroad, GPA: 3.7/4.0

## SKILLS

- Experimental Design, Qualitative/Quantitative Research, Moderating, A/B Testing, Data Synthesis, Science Communications
- Biometric technician for EEG, SKT, EKG, Facial EMG, HR/HRV, GSR, Behavioral Coding, and Eye-Tracking
- Microsoft Office, Qualtrics, Google Suite, G\*Power, Canva, R Studio, Hootsuite