Stefanie Neumeier, PhD
Senior Applied Statistical Analyst

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Summary

I am a mixed-methods Researcher with 8+ years of experience and strong interest in human behavior and decision-making. My deep understanding of quantitative and qualitative methodologies combined with my passion for design thinking allow me to deliver data-driven insights and create product design solutions for various user needs.

Relevant Experience

May 2023 – present   **Senior Applied Statistical Analyst**
Edward Jones

- Set up, conducted, and analyzed 10+ research studies (focus groups, interviews, survey, ML techniques) to improve the rollout of 5+ digital tools and increase their adoption rates
- Consulted and collaborated with business stakeholders and peers to develop research designs, prioritize research opportunities, and build trusted strategic relationships across cross-functional teams
- Developed novel measurements for key concepts including capacity, burnout, and attrition, improving the accuracy and effectiveness of data collection and analysis.
- Shared impactful insights, strategic recommendations, and actionable solutions with stakeholders through compelling presentations, comprehensive reports, and collaborative workshops

May 2022 – August 2022   **User Experience Research Intern**
Meta - Menlo Park

- Designed and executed quantitative and qualitative research (7000+ participants) to drive strategic decisions, improve UX processes, and impact product launches to enhance user and business experience
- Collaborated with cross-functional partners (product design, product managers, data science, SWE) to identify key research questions to shape market strategy and produce and test product designs and early prototypes
- Spearheaded usability testing for a new product to improve users' advertisement creation journey
- Facilitated and led design workshops and brainstorming sessions to plan research on complex and ambiguous user needs and develop early design ideas for new features

June 2021 – December 2021   **User Research & Data Science Intern**
Leaf Group - Santa Monica

- Identified key customer and research needs and partnered with junior and senior stakeholders to integrate user experience research in the product planning, designing, and testing lifecycle
- Conducted competitor and landscape analysis using Google Analytics and SEMRush to identify customer pain points and completed a benchmarking report to increase the performance and traffic of 3+ company websites
- Synthesized 30+ quantitative and qualitative research findings into actionable feedback that align with business priorities and goals and presented them to cross-functional partners (design, product, and SWE)

August 2017 – May 2023   **Academic Researcher**
University of Southern California

- Led 30+ large-scale, end-to-end quantitative (surveys, regression analysis, ANOVA, factor analysis, T-tests, Chi-square) and qualitative (ethnographic fieldwork, interviews, case studies, etc.) research projects
- Trained and mentored a team of 10+ researchers and oversaw 10+ quantitative and qualitative studies

March 2021 – March 2022   **Quantitative UX Researcher**
Cornell University - Covid-19 Project

- Oversaw a team of 5+ researchers, assigned research tasks and projects, and supervised the completion of 3+ quantitative projects
- Built and launched 3 surveys with 3000+ participants in Qualtrics and analyzed results in R to advance vaccine acceptance rates and improve vaccination rollout strategies

Skills

Expertise	UX Research, Mixed Methods, Benchmark Studies, Interviews, Ethnography, A/B Tests, Surveys, Focus Groups, Concept Testing, Usability Testing, Regression & Statistics, Data Analysis
Programs	R, Python, SQL, NVivo, Figma, Excalidraw, Mural, Qualtrics, Tableau, UserZoom, Microsoft Office
Soft Skills	Problem Solving, Project Management, Cross-Functional Collaboration & Communication

Education

2017 - 2023	**Ph.D in Political Science & International Relations** (University of Southern California)
2020 - 2021	**M.S. in Applied Economics and Econometrics** (University of Southern California)
	Track: Big Data Economics
2015 - 2017	**M.A. in International Studies** (University of Oklahoma)
2013 - 2015	**B.A. in International Studies** (University of Idaho)