MA

MICHAEL ANDERSON

BEHAVIORAL INSIGHTS RESEARCHER

CONTACT

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SKILLS

- User Research
- Data Interpretation
- Survey Design
- Focus Groups
- Stakeholder Communication
- Analytics Tools

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN PSYCHOLOGY, UNIVERSITY OF CALIFORNIA, BERKELEY

ACHIEVEMENTS

- Successfully identified key user pain points that led to significant product revisions.
- Recognized for outstanding teamwork and collaboration by Tech Innovations LLC.
- Contributed to a research project that won a prestigious industry award.

PROFILE

Dynamic Behavioral Insights Researcher with a robust background in social psychology and market research, specializing in consumer behavior analysis. With 5 years of experience in the tech industry, I employ innovative research methods to uncover deep insights into user motivations and preferences. My expertise includes conducting surveys, focus groups, and observational studies to inform product development and marketing strategies.

EXPERIENCE

BEHAVIORAL INSIGHTS RESEARCHER

Tech Innovations LLC

2016 - Present

- Conducted in-depth user research that led to a 20% increase in user retention for a new software product.
- Utilized advanced analytics tools to interpret user data and identify behavioral patterns.
- Collaborated with product managers to align research findings with strategic goals.
- Facilitated focus groups to gather qualitative insights on user experiences.
- Developed user personas based on research findings to guide product design.
- Presented research outcomes to stakeholders, influencing key product decisions.

MARKET RESEARCH ASSISTANT

Consumer Insights Group

2014 - 2016

- Supported senior researchers in executing market studies, enhancing understanding of consumer preferences.
- Assisted in designing survey instruments, improving response rates by 15%.
- Analyzed survey data using statistical software, providing insights for client reports.
- Contributed to the development of research proposals that secured new client contracts.
- Participated in client presentations, effectively communicating research findings.
- Maintained a database of research findings, ensuring accessibility for future projects.