



MICHAEL ANDERSON

BEHAVIORAL RESEARCH LEAD

PROFILE

With a robust foundation in behavioral economics and over 8 years of experience in the tech industry, I specialize in using behavioral insights to shape product strategies and enhance user engagement. My role as a Behavioral Researcher has allowed me to bridge the gap between data science and user experience, leveraging analytics to inform decision-making.

EXPERIENCE

BEHAVIORAL RESEARCH LEAD

Tech Innovations Ltd.

2016 - Present

- Led a team of researchers to investigate user behavior patterns in mobile applications.
- Developed and conducted user testing sessions to gather qualitative feedback.
- Analyzed user interaction data using R and Tableau to identify areas for improvement.
- Collaborated with product managers to integrate insights into the development cycle.
- Presented findings to stakeholders, influencing product direction and strategy.
- Authored a white paper on behavioral trends in technology adoption.

BEHAVIORAL DATA ANALYST

Consumer Insights Group

2014 - 2016

- Conducted market research to understand consumer preferences and behaviors.
- Utilized multivariate analysis to assess the impact of marketing campaigns.
- Created dashboards to visualize behavioral trends and campaign effectiveness.
- Collaborated with marketing teams to optimize customer engagement strategies.
- Facilitated focus groups to extract qualitative insights on user experiences.
- Developed predictive models to forecast consumer behavior shifts.

CONTACT

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SKILLS

- Behavioral Economics
- User Experience Research
- Data Analysis
- R
- Tableau
- User Testing

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER'S IN BEHAVIORAL ECONOMICS, UNIVERSITY OF CHICAGO

ACHIEVEMENTS

- Increased user engagement metrics by 25% through targeted interventions.
- Recognized as 'Employee of the Year' in 2021 for outstanding contributions.
- Contributed to a 15% increase in product adoption through research insights.