

Alexandria Pabst

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Education

UNIVERSITY of CALIFORNIA, MERCED
PhD, Cognitive and Information Sciences

Merced, CA
July 2021

UNIVERSITY of CALIFORNIA, MERCED
BA, Cognitive Science with Honors. Psychology Minor.

Merced, CA
August 2014

Experience

ACCENTURE

Technology Research and Development Associate Principal

San Francisco, CA
Oct 2021 – Current

- *Neurotechnology Research Manager:*
 - Leads a cross functional team in conducting formative research to assess the design of integrated metaverse (VR) & neurotechnology learning experiences with mixed-methods approaches (usability testing, surveys, interviews).
 - Manages team of 3 research scientists in conducting research to develop novel neurotechnology applications and oversees all aspects from start to finish, including project planning, execution, monitoring, and closeout.
 - Responsible for long-term research vision and day-to-day project management of ongoing research efforts.
- *Workforce Wellbeing Research Lead:*
 - Managed mixed-methods research approach to measure impact of workforce conditions on key client KPIs, leading 5 researchers through end-to-end research process.
 - Regularly presented to senior stakeholders on findings, recommending data-backed solutions for enhancing productivity while boosting morale.
 - Created statistical analysis pipeline for monitoring client workforce productivity and delivered qualitative study assets for client to continuously assess their workforce's wellbeing.
- *Smart Coach Training Technology – User Experience Research Lead:*
 - Drove end-to-end mixed-methods research approach alongside 4 technical developers for learning new physical skills through assistive computer-vision technology.
 - Created two novel use cases and utilized Wizard-of-Oz, interview, and participatory design user research techniques to assess impact of instructional feedback variants.
 - Directed analysis and prototype development with junior researcher through wireframe construction, affinity diagram mapping, conversational analysis, and qualitative coding.
 - Discovered key interaction mechanisms offering increased retention and engagement compared to traditional training methods. Showcased discoveries and prototype to key stakeholders.

ACCENTURE

Technology Research Summer Manager

San Francisco, CA
June 2021 – Sept 2021

- Conducted a qualitative research study (semi-structured interviews) with 15 participants to test the effects of multimodal user interfaces on task performance and perceived mental workload in vehicles.
- Thematic analysis revealed contextual impacts of interaction preference with multimodal interfaces in vehicles, with results presented to senior executives and prepped for conference submission (DIS 2023).

ACUITY BRANDS LIGHTING, INC.

Statistical Consultant

Merced, CA
Jan 2019 – Apr 2019

- Investigated discomfort ratings of brightness and color perception for new lighting products using ANOVA and mixed-effects modeling.
- Identified significant interaction between low-luminance and reflective light color having the least discomfort, signaling success in company's product design.
- Packaged results for stakeholders through data visualization and business-facing explanation of findings.

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UNIVERSITY OF CALIFORNIA, MERCED

Merced, CA

Graduate Student Researcher

Aug 2015 – July 2021

- Collaborated and published 4 academic journal articles on novel human-subject neuroscience contributions related to sensorimotor control and cognitive enhancement (First author for 2 articles).
- Showcased research through 7 poster presentations and 2 oral presentations at major conference venues.
- Managed 10+ undergraduate research assistants through end-to-end quantitative research process.
- Designed “Memory and Learning” course content and syllabus, assessed student progress, and supervised independent research projects as instructor of record. Assisted instructional delivery for additional 12 courses during tenure as a teaching assistant.

Leadership & Activities

ACCENTURE

Summer Intern Coordinator

Jan 2022 - Current

- Supervised 16 summer interns across North America Technology Innovation.
- Coordinated all summer activities, including intern recruitment, onboarding, purchasing, payroll assistance, social events, and final presentation of deliverables.

Co-Lead of Tech-Engaged Ethics Researchers (TEthER)

June 2021 - Current

- Conducted 4 in-depth interviews with expert researchers, examining gaps and challenges in current research practices that prevent ethical engagement. Consolidated research findings and presented to executive stakeholders.
- Manage resource development and internal practices for assessing research products and deliverables to maintain ethical standards of internal research organization

GRADUATE STUDENT ASSOCIATION

External Vice President, UC Merced

2019-2020

- Liaised between entire graduate student body and leaders across the University of California system to advocate for needs of graduate students and communicate those needs to policymakers and legislators in California.
- Co-authored and published changes to Title IX policy to be gender identity inclusive for all students in UC system.

Skills & Interests

Technical: R (ggplot2, meta, dplyr, lme4, MASS, nlme), Atlas.ti, MatLab and Simulink

Research: Experimental design, Hypothesis testing, Qualitative coding, Statistical Modeling, Agile UX Project Management, Data pipeline automation, User research, Quantitative and Qualitative methods, Mixed methods, Neuroscience

Language: Spanish (Intermediate in speaking, writing, & reading)