DIVYA S

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SUMMARY

Experienced behavioral research scientist and mixed-methods researcher with a proven track record of unlocking insights from complex health data to drive evidence-based interventions. Passionate about applying behavioral science and human-centric research methodologies to develop science-based strategies that improve health outcomes. Skilled in transforming large datasets into actionable recommendations and collaborating with stakeholders to solve behavioral health challenges. Dedicated to making a positive impact by guiding decision-making and delivering tailored solutions across diverse settings.

EXPERIENCE

Behavioral Research Scientist   August 2021- Present
University of Georgia

• **Lead behavioral and mixed-methods researcher**, collaborating across interdisciplinary teams in public health, psychology, communication, media, marketing, and economics to develop evidence-based strategies and interventions. Published research in high-impact journals, including *Frontiers in Psychology*.

• **Spearheaded research** for the NIH & FDA Center for Tobacco Products K01 grant ($870,145), applying neuroimaging and behavioral science methodologies to predict and modify health behaviors related to smoking initiation and nicotine use escalation among young adults.

• **Principal Investigator** for Planned Parenthood Federation of Americas digital health concierge project ($15,000), utilizing AI-driven solutions and UX research to address behavioral health challenges and improve access to digital healthcare in underserved populations.

• **Served as a research fellow** under the Presidential Interdisciplinary Seed Grant Program ($131,982), focusing on behavioral science-driven interventions to improve black maternal health outcomes through patient-centered communication strategies.

• **Led the development of research protocols** for analyzing large datasets and identifying key performance indicators (KPIs) to improve both technical and health outcomes in digital and behavioral health initiatives.

• **Instructor of record** for research methods and communication modules, providing students with hands-on experience in behavioral science applications and research methodologies, fostering the next generation of health researchers.

• **Extensive experience in consulting** and presenting research findings to stakeholders, including government agencies, healthcare organizations, and academic institutions, with a focus on translating complex behavioral health data into actionable insights and recommendations.

Digital Health Research Consultant   August 2024-Present, Remote
Planned Parenthood Federation of America

- **Consulted on UX research and strategic initiatives** to develop and optimize digital health products, focusing on AI-driven innovations and user-centered design principles.
- **Conducted comprehensive UX research** (surveys, interviews, usability testing, heuristic evaluations) to inform product development and ensure alignment with the needs of diverse user groups.
- **Advised cross-functional teams** (product managers, engineers, designers) on enhancing product accessibility, inclusivity, and usability, delivering tailored solutions for specific user populations.
- **Provided actionable insights** through detailed research reports, shaping key decision-making processes and influencing the product roadmap for digital health tools.
- **Led the evaluation of product prototypes**, utilizing both qualitative and quantitative research methods to inform iterative design improvements and elevate the overall user experience.
- **Designed frameworks for continuous feedback**, ensuring ongoing improvements through rapid iteration and optimization of digital health interventions based on user data and stakeholder input.

Digital Health Research Scientist
Planned Parenthood Federation of America   August 2023- Present, Remote

- **Lead behavioral researcher** evaluating Planned Parenthood's digital health products and their role as navigators within the organization's broader product ecosystem.
- **Leveraged expertise in behavioral science** (e.g., biases, heuristics, decision-making, and informational-reward expectancies) and **mixed-methods UX research** to optimize digital health interventions, resulting in improved **user retention**, adherence, and **product efficacy**.
- **Applied quantitative methods** (e.g., regression analysis, multivariate statistics) and **qualitative techniques** (e.g., thematic and reflexive analysis) across diverse data sources, including **national surveys**, interviews, and **usability testing** for the new symptom checker intervention.
- **Conducted a national survey** to gather insights into **user preferences** for chatbot design features and motivations for chatbot usage, driving key **product improvements** and enhancing **user engagement**.
- **Translated complex behavioral science concepts** and **key research findings** into **actionable insights** for stakeholders, influencing **product strategy** and aligning with organizational goals.

User Experience Researcher
Passion for Life, 2 Empower U Podcast   **January 2022 - August 2023, Remote**
- **Performed comprehensive data evaluation** by analyzing survey responses and conducting follow-up observations, gaining critical insights into user experience and facilitating focus group discussions.
- **Led UX research efforts** to gather actionable insights for product enhancement strategies and inform upcoming initiatives, ensuring alignment with user needs and expectations.
- **Developed and delivered research presentations and reports** tailored for key stakeholders, effectively communicating findings and driving informed decision-making, leading to over 50% improvement in UI/UX performance.

EDUCATION

PhD Health Communication (Behavioral Sciences)
University of Georgia

MA Health and Interpersonal Communication
University of Miami

BA Behavioral Psychology and Communication
University at Buffalo

Data Science in Health Technology and Economics Certification

Genentech

SKILLS

- **Behavioral Science Expertise**: Skilled in applying behavioral research methodologies to analyze human health data and deliver science-based strategies and interventions.
- **Quantitative and Qualitative Research:** Proficient in mixed-methods research, including surveys, interviews, focus groups, and usability testing. Expert in statistical analysis techniques such as regression analysis, multivariate statistics, SEM, and subgroup analysis.
- **Data Analysis and Visualization:** Experienced in analyzing large datasets using tools like SPSS, R, Excel, and Qualtrics. Proficient in data visualization and reporting using Tableau and Google Analytics to provide actionable insights.
- **UX and Human-Centered Design:** Proficient in UX research tools such as NVivo, Lookback, Miro, Figma, UserTesting, and UserZoom, applying heuristic evaluations, card sorting, and tree testing to enhance user experience. Experienced in AI-driven digital health solutions.
- **Health Data Science:** Adept at integrating behavioral science and data analysis to inform behavioral health interventions, leveraging tools like Qualtrics, Mechanical Turk, and thematic and sentiment analysis for health data insights.
- **Research Methodologies:** Strong background in ethnographic studies, A/B testing, and thematic analysis. Skilled in developing and executing research protocols to inform evidence-based decision-making.
- **Consulting and Stakeholder Collaboration:** Proven ability to consult with stakeholders and translate complex data sets into meaningful insights, recommendations, and behavioral health strategies.

- **Prototyping and Usability Testing:** Experienced with prototyping tools like Figma and Adobe XD, as well as usability testing platforms such as Optimal Workshop and Maze.
- **CITI Certified** in Human Subjects Research.

AFFILIATIONS

American Public Health Association
American Society of Health Economists
Healthcare Information and Management Systems Society (Health Technology, Innovation and Artificial Intelligence)
International Communication Association
National Communication Association Lambda Pi Eta Honor Society
University of Miami Alumni Association
User Experience Professionals Association
Women Global Health Georgia Chapter