

HELANA DARWIN, PHD

SUMMARY

Innovative human subjects researcher with 10 years of experience delivering high-impact results

EXPERTISE

- Identity
- Culture
- Social change
- Symbolic meaning of objects

SKILLS

- Focus groups
- Interviews
- Ethnography
- Virtual ethnography
- Public Speaking
- Survey Design
- Survey Data Analysis
- Discourse analysis
- Sentiment analysis
- Thematic coding
- Project Management
- Time Management
- Writing

EDUCATION

- PhD Sociology
- MA Sociology
- MA Jewish Studies
- BA Psychology

CERTIFICATES

- UX Deep Dive: Foundational Research
- UX Deep Dive: Remote Research
- UX Research Methods: Card Sorting
- UX Research Methods: Interviewing
- UX Research for Agile Teams
- UX Research: Going Guerilla
- Gender, and Sexuality Studies
- Online Teaching

RESEARCH EXPERIENCE

2010-2020

- Conducted virtual ethnography on Reddit to identify gender nonbinary people's obstacles in society and thematically coded results
- Designed 38-item open-ended survey to understand a trend in a religious community, recruited 576 participants, trained research team to code qualitative data, and analyzed possible reasons behind the trend and its cultural implications (within social context)
- Conducted semi-structured interviews (remote and in person) with 47 nonbinary people. Trained research teams to transcribe and code interview data, met regularly to discuss emergent themes, refine coding systems, and obtain intercoder reliability
- Identified and explored representational trends within mainstream Body Positive imagery, performed A/B testing between viewer responses to a trendy campaign and a less trendy one, analyzed possible reasons behind differential viewer receptivity (within social context)
- Conducted frame analysis of the Body Positive Movement's aims and goals through blog articles about the movement, collaboratively analyzed results
- Identified validity issue with racial categories on surveys, explored possible explanations in moderated focus groups
- Utilized "guerilla research methods" in bars to explore how gender influences beverage selection
- Conducted exhaustive secondary research to understand how racism and anti-Semitism influence beauty ideals and cosmetic surgery trends

RESEARCH IMPACT

13 academic publications | 40 presentations to diverse audiences | 1 book
10+ interviews with press | 20 research awards/grants | 150+ citations
10 K YouTube views | Expert consultant for 1 brand and 15 journals

WORK EXPERIENCE (SELECT)

Social Media Director

2018-2020

Center for the Study of Men and Masculinities, Stony Brook University

- Curated high-quality social media content on Facebook and Twitter
- Collaboratively ensured ongoing buy-in from institutional stakeholders
- Developed front-end content for Center's website
- Streamlined website's information architecture

Course Instructor

2017-2019

Department of Sociology, Stony Brook University

- Designed and instructed 4 Sociology courses, effectively developing empathy among students towards systematic oppression and inequality
- Redesigned online teaching portals and adjusted information architecture to maximize students' learning potential
- Invited ongoing feedback from students about experience with the online portal, making adjustments as needed to ensure maximum satisfaction