

# HELANA DARWIN, PHD

**Creative strategist** - 10 years of high-impact research experience on gender, identity, bias, culture, & social change

**Qualitative Research Specialist**, HealthCourse, Inc **June 2021-Present**  
▪ Conducted thematic discourse analysis through NVivo, using transcribed live zoom discussions and discussion board posts as data  
▪ Contributed towards outcome reports for stakeholders, adopting industry-specific language in Ed Tech  
▪ Adapted to a fast-paced work environment with rapid output and multiple simultaneous projects

**Book Author: *Redoing Gender***, Palgrave Macmillan **Aug 2020-Present**  
▪ Drafted/submitted multiple book manuscript revisions, incorporated editorial feedback as needed, and promoted the forthcoming book on social media  
▪ Analyzed the personal, interpersonal, and institutional impact of nonbinary gender

**Brand Consultant: Gender Expert** (Ad Hoc Contract) **June 2019-Present**  
▪ Provided sociological insight into various gendered meanings of alcoholic products

**Visiting Research Associate**, Rutgers University **Sept 2020-May 2021**  
▪ Discovered validity issue with the “white” racial category on surveys, moderated focus groups to identify and explore reasons for this racial ambivalence

**PhD Research Scientist**, Stony Brook University **Aug 2014-Aug 2020**  
▪ Identified 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  
▪ Designed 38-item open-ended survey about a trend in a religious community, recruited 576 participants, trained research team to thematically code qualitative data for meanings and motives  
▪ Executed virtual ethnography on Reddit to identify and analyze gender nonbinary people’s obstacles in society  
▪ Conducted semi-structured interviews with 47 nonbinary people, trained research teams to code interview data, hosted regular team meetings to discuss themes, refine coding systems, and obtain intercoder reliability  
▪ Performed frame analysis of the Body Positive Movement’s aims and goals through blog discourse  
▪ Utilized “guerilla research methods” in bars to explore how gender influences beer selection

**Social Media Director**, Center for the Study of Men and Masculinities **Sept 2018-May 2020**  
▪ Curated relevant social media content on Facebook and Twitter  
▪ Ensured ongoing buy-in from institutional stakeholders through status reports  
▪ Developed front-end content for Center’s website and streamlined website’s information architecture

**Course Instructor**, Stony Brook University **June 2017-Jan 2019**  
▪ Created and instructed 4 Sociology courses, developing empathy among students towards systematic oppression and inequality  
▪ Redesigned online teaching portals and adjusted information architecture to maximize learning potential

**Graduate Student Researcher**, The Jewish Theological Seminary **Sept 2010-Dec 2012**  
▪ Conducted exhaustive secondary research on the historical evolution of beauty ideals and cosmetic surgery trends, analyzed how racism and antisemitism influence rhinoplasty demand

## RESEARCH IMPACT

150+ citations of findings  
10 K YouTube views  
10+ interviews with press  
40+ presentations  
1 book (in press)  
13 academic publications  
20+ research awards/grants  
Expert consultant for Miller  
Lite and 10+ journals

## EDUCATION

PhD Sociology (2020)  
MA Sociology (2016)  
Advanced Graduate Cert.  
in Gender and Sexuality  
Studies (2016)  
MA Jewish Studies (2012)  
BA Psychology (2008)

## CERTIFICATES

UX Foundational Research  
UX Remote Research  
UX Research Methods: Card Sorting  
UX Research Methods: Interviewing  
UX Research for Agile Teams  
UX Research: Going Guerilla  
Online Teaching

## SKILLS

Research Design  
Project Management  
Interviews  
Focus Groups  
Ethnography  
Sentiment Analysis  
Discourse Analysis  
Surveys  
Writing  
Public Speaking