

# HELANA DARWIN, PHD

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

## **Qualitative UX Researcher, AnswerLab**

**Present**

- Designed and executed customized research to suit clients' needs, while maintaining communication and securing on-going buy-in from stakeholders
- Collaborated with cross-functional team members to produce high-quality research reports

## **Book Author: *Redoing Gender*, Palgrave Macmillan**

**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

## **Qualitative Research Specialist, HealthCourse, Inc**

**June 2021-October 2021**

- Conducted thematic discourse analysis in NVivo, using transcribed live zoom discussions and posts as data
- Contributed towards outcome reports for stakeholders, adopting industry-specific language in Ed Tech

## **Visiting Research Associate, Rutgers University**

**Sept 2020-May 2021**

- Moderated focus groups to identify and explore reasons for Jewish 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 differential viewer receptivity
- 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 about 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