

HELANA DARWIN, PHD

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

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)
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
Gender and Sexuality Studies
Online Teaching

RESEARCH EXPERIENCE

2010-2020

- 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 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
- Discovered validity issue with the "white" racial category on surveys, moderated focus groups to explore reasons for racial ambivalence
- Utilized "guerilla research methods" in bars to explore how gender influences beer selection
- Conducted exhaustive secondary research on the historical evolution of beauty ideals and cosmetic surgery trends, analyzed how racism and antisemitism influence rhinoplasty demand

WORK EXPERIENCE

Social Media Director, Center for the Study of Men and Masculinities 2018-2020

- Curated relevant social media content on Facebook and Twitter
- Ensured ongoing buy-in from institutional stakeholders through reports
- Developed front-end content for Center's website and streamlined website's information architecture

Course Instructor, Stony Brook University

2017-2019

- 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 students' learning potential

SKILLS

Research Design | Focus groups | Interviews | Ethnography (virtual and IRL) | Survey Design
Survey Data Analysis | Discourse Analysis | Sentiment Analysis | Thematic Coding
Project Management | Time Management | Teaching | Leadership | Public Speaking | Writing