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OBJECTIVES

I am seeking research roles that leverage my experience in both market and UX research. While I love research with focused, tactical objectives, my forte is exploratory and generative research. As a sociologist, my lens is holistic. My findings are contextualized in social and business realities, consumer needs, cultural factors, mental maps, and behavioral trends.

PROFESSIONAL EXPERIENCE

4/16 – Present: **Lead Analyst: Contractor: Ethnography Center of Excellence: Ipsos:** Serve as the primary lead analyst for the newly-launched US Ipsos ECE. Select participants, create ethnographer briefing decks, brief ethnography team before field work, lead post field work debrief calls, and design film editing guides. Lead final, interim, and presentation analysis and reporting efforts. Present ethnographic films at clients' headquarters nationwide. *Clients include: Mars Dog, Mars Cat, Wrigley, Bank of America Consumer, Bank of America Small Business, Bank of America Charitable Giving, Nestle, Coleman.*

10/18 - 12/18: **User Experience Researcher: Contractor: Adobe:** Work with product team to design, pilot, and run both UX and market research studies for Adobe Sign for Small Businesses and Teams. Present findings to stakeholders and product teams.

7/2018 - 3/19: **Brand Research Director: Contractor: Ignyte A Branding Agency:** Design, manage, and implement brand research for Ignyte's clients. Recommend research strategy according to client goals, conduct stakeholder interviews and B2B interviews. Analysis, reporting, and onsite research presentations at clients' offices. *Clients include: Infinite Peripherals, MedVantx, Neighborhood Healthcare, ECi Software Solutions.*

10/14 – Present: **Independent Qualitative Market Researcher:** Contract moderator, analyst, and report writer to market research agencies. Ethnography, IDI's, Data analysis, Online Moderating, Focus Groups, Report Writing, serving the following industries: Health/Pharma, Banking, Technology, Millennials, Food and Dining, CPG, Tourism. *End Clients include: IHeartMedia, BJ's, Fridays, Carnival Cruises, Walmart, Kaiser Permanente, AARP, The Atlantic, The City of Boise, Johnson and Johnson, Loreal, New Belgium, CNET, Novo Nordisk, Novartis, Ethicon, Pat Catans, McKinsey, Autonation, Nutrafol, Purell, Glaxo Smith Kline, Bristol-Myers Squibb.*

1/14 – 7/14: **Research Assistant: UCSD:** Procure, Manage, Code, and Analyze Qualitative Data with a research team for the project "Do Visible Taxes Cause Protest? Tax Policy and Tax Protest in 21 Rich Democracies, 1980-2012" supervised by Isaac Martin.

5/2011- 6/2012: **Linguist and Interviewer: Center for Teaching Development, UCSD:** Interview and Evaluate the technical English abilities of foreign instructors; make recommendations for their improvement.

9/2009 – 6/2012: **Teaching Assistant: Warren College Writing Program, UCSD:** Teach required courses on argumentation and writing style. Work in teams to design new courses. All classes were discussion based courses designed for 15 – 20 students.

12/2009 – 6/2011: **Interpreter/ Data Analyst: Employee Rights Center, San Diego:** Analyze and manage data collected from client surveys for grant writing purposes, and interpret (Spanish) for clients. This volunteer work served as ethnographic field work that informed academic research.

FEATURED RESEARCH

2017: Insights on Polarization: <https://www.ipsos.com/en-us/knowledge/new-services/insights-on-polarization>

2016: Beef Stroganoff for your Dog? Pet Food Goes Upscale:

https://www.wsj.com/articles/beef-stroganoff-for-your-dog-pet-food-goes-upscale-1494235800?mod=pls_whats_news_us_business

2014: Tax Policy and Protest: <http://luskin.ucla.edu/sites/default/files/Martin.pdf>

2010: La Fila. An Ethnographic Film on the Border:

<https://www.youtube.com/watch?v=Q3Z9wAoCSE0&feature=youtu.be>

RESEARCH GRANTS

2014: **UCSD Sociology Travel Research Grants:** Four separate grants for qualitative dissertation research in cities across the US and France.

2013: **Harry S. Truman Institute Research Grant:** Funding for qualitative dissertation research conducted at the Harry S. Truman Presidential Library in Independence, Missouri.

EDUCATION & DIPLOMAS

2008 – Present: **M.A./A.B.D in Sociology** *University of California, San Diego*
ABD(C.Phil) 10/2013; M.A 12/2010. Qualitative data collection and analysis. Specialist in comparative culture, ethnography, and research design. Ph.D Dissertation title: *Comparing Political Cultures through Comparing Health Care Debates: A Study of the United States and France*. 300 page dissertation is written, but unedited and undefended.

2006-2008: **Licence (B.A.) and Master 1 in Sociology** *Université de Strasbourg, France*
Licence completed 5/2007. Master's studies in social inequalities and international studies. Qualitative research specialist, ethnography, research design, and interviewing.

2002-2005 : **B.A. in Spanish with Honors** *DePaul University, Chicago*
B.A. Completed 6/2005. Including six months of study at *Universidad de Belgrano*, Buenos Aires, Argentina. Presidential Scholarship, Honors Society, Dean's List: '02-'05.

FOREIGN LANGUAGES AND OTHER SKILLS

Once fluent, now slightly rusty but charming French. Functional but choppy Spanish. Grant writing, Public speaking, Performance art, Dance, Middle Eastern Music, Violin, Hiking, Vegan and Health lifestyle products.
