


# NIKITA SALOVICH, PH.D.

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Mixed-Method UX Researcher with 6+ years of experience in experiment and survey design, data management, analysis, and presentation. Passionate about uncovering user pain points, identifying practical solutions, and representing the user voice to support the integrity and meaningfulness of people's online experiences. Quick learner who thrives in a fast-paced, collaborative environment.



## EDUCATION

**Ph.D. in Cognitive Psychology | Northwestern University**

June 2022

Certificates in Quantitative Methods and Cognitive Science

**M.S. in Cognitive Psychology | Northwestern University**

December 2018

**B.S. in Biology and Psychology | University of Minnesota, Twin-Cities**

May 2017



## RESEARCH EXPERIENCE

**Meta | Facebook Marketplace**

August 2022 – Present

QUANTITATIVE UX RESEARCHER

- Horizontally supports 6 product teams to lead impactful mixed-method research and inform product strategy
- Leads qualitative and quantitative workstreams to implement and test the effectiveness of safety tools & features on Facebook Marketplace
- Partners with data science to identify and target the needs of user segments that are most likely to increase goal metrics
- Crafts clearly articulated survey instruments to track and assess constructs (e.g., trust, satisfaction, relevance) critical to the user experience
- Collaborates with engineering and design to implement and interpret results of on-platform A/B tests and feature experimentation
- Synthesizes insights into crisp deliverables and presents actionable recommendations to stakeholders (including VPs)

**Facebook | Video Integrity**

June 2021 – September 2021

UX RESEARCH INTERN

- Spearheaded mixed-method research in US and international markets to inform the ranking of videos on Facebook app
- Designed and validated coding system to classify different types of "Watchbait" (clickbait videos) used to train human labelers & ML models
- Leveraged research to inform and assess the validity of ML algorithms used to detect and demote low-quality video content
- Organized learning sessions, brainstorming, and sprints to disseminate research findings and crowdsource actionable solutions

**Northwestern University | Reading Comprehension Lab**

September 2017 – June 2022

COGNITIVE PSYCHOLOGY RESEARCHER

- Designed surveys and behavioral experiments on how people process and are influenced by misinformation (see salovich.com/portfolio)
- Collected, analyzed, and built models from experimental data using techniques such as multilevel modeling, regression, and ANOVA
- Managed 5-8 simultaneous projects at different stages of the research process
- Wrote and published literature reviews (2) and empirical research papers (8) in high impact, peer-reviewed books and journals
- Translated research into grants and position papers informing policy interventions for education and social media companies
- Presented research results in international venues through scientific posters, conference talks, panels, and symposiums



## TECHNICAL SKILLS

survey design

experimental design

data analysis

data visualization

participant sampling

R

SQL

Tableau

user interviews

vendor management

journey mapping

usability testing

cognitive testing

workshop organization



## LEADERSHIP & TEACHING

**Northwestern University | Department of Psychology & Kellogg School of Business**

September 2017 – June 2022

COURSE INSTRUCTOR

- Instructed and mentored 500+ undergraduate and graduate students in foundations of social science and research methods
- Translated complex social science research findings to lectures and assignments understandable by a general audience

**Northwestern University | Graduate Writing Center**

September 2020 – June 2022

WRITING CONSULTANT

- Provided one-on-one coaching to graduate students to support the clarity of professional and academic writing
- Led quarterly outreach events focused on improving science communication and writing to academics and general audiences