

Education

Dual PhD // Boston University

2016

Candidate in biological and cultural anthropology

Academic Research

Social Susceptibility: The evolution and elicitation of placebo and nocebo responses via social interaction.

MA // Boston University

2009

Anthropology

BA // BYU

2004

Anthropology

Honors & Awards

TED Fellowship

Wenner-Gren Foundation
Dissertation Grant

Marion and Jasper Whiting
Foundation Fellowship

BU Women's Guild
Scholarship

BU Graduate Research
Abroad Scholarship

Foreign Language and Area
Studies Fellowship

ThinkLA Boutique Agency of
the Year, 2015

About

As a strategist, my job is to discover insights and opportunities and translate those into effective concepts and actionable plans. For content strategy that means distilling large amounts of information into memorable, useful chunks. In e/m-learning, that means understanding why some messages stick while others are lost and changing the mindset from "something users need to learn" to "ideas users are excited to talk about." I use these person-centered, evidence-based strategies across all of my work - from brand strategy to product development to user experience design.

Work

Lead Strategist & Learning Specialist // BeyondCurious

I provide custom targeted pedagogy for major brands as BeyondCurious' Learning Specialist and Content Designer. I produce traditional (LMS) and innovative eLearning modules, mLearning digital companions and sales-enhancement solutions, and facilitated instructional training courses, which include large scale content design/development/management, curriculum design, script writing, and gamification. I regularly lead and guide the vision for design and technology teams and act as the primary point-of-contact for clients. I also support BeyondCurious' Brand Strategy work and often conduct qualitative research.

Senior Researcher & Strategist // Boncom

I conducted and analyzed qualitative, quantitative and secondary research and provide strategic insights into the implications, applications and opportunities identified therein. In this role, I helped guide brand strategy, product development, business development, customer relations, and, ultimately, evidence-based decision making for a variety of clients.

Health Expert & UX Insights (Medical Devices) // Uncorked

I provided expert insights about the physiological and psychological health impact - beneficial and adverse - of specific medical technologies, design, communications and implementation procedures. I connected teams and clients with the most up-to-date evidence-based secondary research on their projects and helped design a series of educational (forthcoming) podcasts linking designers and behavioral scientists in discussions and collaborations on person-centered design.

Strategic Planning & Research Insights // University of Utah

I recommended scientific and cultural insight into the neuroscience of religion for the "Religious Brain Project." I communicated this research to popular audiences.

Professor // Boston, Towson & Utah Valley Universities

I taught University courses for over 8 years. I created curriculum, ran labs, designed lectures, discussions and activities and advised students. Courses: Medical Anthropology, Biological & Physical Anthropology, Cultural Anthropology, Psychological Anthropology, and Anthropology of American Culture.

Skill Sets

Commercial

Content Strategy
Brand Strategy
Strategic Planning
E-Learning / M-Learning
Instructional Design
Qualitative Research
User Research
Group Dynamics & Facilitation
Content Management
Information Architecture
Account Management
Relationship Management
Product Development
Business Development

Academic

Applied Research
University Teaching
Interdisciplinary Expertise
Global Experience
Cross-cultural Communication
Cultural Insights
Thought Leadership
Writer/Author
Narrative Construction
Grant Writing
Social Innovation

Public

Presentations
Invited Speeches
Conferences
Seminars
Audience Engagement
Media Interviews
Commentator
Editor / Columnist
Writer / Blogger

Community

Non-profit President
Non-profit Founder
Non-profit Executive Board
Non-profit COO
Community Management
Team Building