

Candice Wiswell, M.A., Ph.D. Candidate *(she/her)*

Manassas, VA · (571) 989-0793 · ctwiswell@gmail.com · CandiceWiswell.com · linkedin.com/in/CandiceWiswell

I am a Mixed Methods Researcher with 10+ years of experience strategizing and leading human-centered research, an engaging communicator who delivers actionable insights, a cognitive psychology expert, and a creative problem solver.

SKILLS / TOOLS

Writing, Project Management, Stakeholder Management, SPSS, Qualtrics, Data Visualization, Figma, Wireframes, Prototyping, Eyetracking

EDUCATION

Ph.D. Psychology (Cognitive & Behavioral Neuroscience), *George Mason University*, Fairfax, VA May 2023
UX Certificates, *LinkedIn Learning*: research methods, management, design thinking, accessibility, data storytelling 2022–2023
M.A. Psychological Research, *Texas State University*, San Marcos, TX 2016
B.A. Psychology – Cum Laude (Philosophy minor), *Northern Kentucky University*, Highland Heights, KY 2013

WORK EXPERIENCE

Lead User Experience (UX) Researcher & Founding Member Jun 2022–Present
The UXR Lab – Remote

- Co-built diverse lab of 100+ researchers, supplying \$100k+ in pro bono research services in B2B product initiatives using a mixed methods approach (quantitative and qualitative) to position tech startups, small businesses, and nonprofits in competitive markets
- Led and collaborated with team of 8 UX researchers through end-to-end lifecycle to identify, scope, and design generative and evaluative research projects, using 1:1 user interviews, usability, JTBD, concept testing, social listening, affinity mapping, competitive analysis, etc
- Partnered with stakeholders to conceptualize data governance protocols, information architecture, and business development strategy
- Facilitated workshops in design thinking, strategized research roadmaps, developed deliveries, and shared actionable insights
- Managed projects, helped clients define problem space, mapped solutions to client's business goals and KPIs, and gained buy-in

Behavioral Research Scientist – Internship Jun–Aug 2019
Next Century Corporation (acquired by *CACI International, Inc.* in Oct 2019) – Falls Church, VA

- Cross-functional collaboration with engineers, developers, PMs to develop innovative technologies for DARPA's \$3.5M SocialSim project
- Enhanced ability to access, understand, and predict adversaries' use of global information systems to thwart democracy & public safety
- Identified methods for understanding how online interaction and search behavior shape opinions and biases by leveraging expertise to strategize online survey distribution, and identified origins of core beliefs through literature reviews and thematic analysis of folktales

Research Scientist Aug 2017–May 2023
George Mason University, Psychology Department – Fairfax, VA

- Designed, conducted, collaborated on 10+ projects using quantitative methods on sensory processing, decision-making, cognition
- Recruited and tested 200+ adult participants using behavioral measures, psychophysics, neurostimulation (TMS), EEG, and fMRI
- Communicated research findings to stakeholders within the university, at 3 professional conferences, and in 6+ paper publications
- Received \$23k+ grants/awards, i.e., competitive National Institute of Health's National Eye Institute "Early Career Scientist Travel Grant"

Academic Advisor Aug 2020–Jan 2023
George Mason University, Psychology Department – Fairfax, VA

- Demonstrated "student-first" perspective in academic guidance; nominated "Academic Advisor of the Year" award 2 consecutive years
- Generated 130+ undergraduate student advising reports per semester, aligning students to campus support, and strategized academic plans that map to their individual needs and professional goals, increasing the department's student retention rate by 15% YoY

Instructor-of-Record (Graduate Teaching Assistant) May 2018–Jan 2023
George Mason University, Psychology Department – Fairfax, VA

- Created course materials and taught 500+ undergraduate students in upper-level psychology courses, i.e., Research Methods in Psychology, Cognitive Psychology, Psychological Factors in Aging, and Science of Well-Being
- 98% student satisfaction with teaching effectiveness; recognized with "Thank-A-Teacher" and "Outstanding Writing-Intensive Instructor"

Lecturer of Psychology (FTE) Aug 2016–Aug 2018
Texas State University, Psychology Department – San Marcos, TX

- Taught 340+ undergraduate students in Research Methods and Professional Development; supervised 60+ student research projects
- 94% student satisfaction with teaching effectiveness; voted "Alpha Chi Favorite Professor" and received "Transfer Student Appreciation"

Content Creator & Strategist, Social Media Marketing – Internship Sep 2015–Jun 2016
Creative Side Jewelry Academy (sold in 2020) – Austin, TX

- Amplified brand awareness and engagement by creating & strategizing 60+ social media posts, boosting course enrollments to 100%
- Informed and enhanced online marketing strategy by leveraging data analytics, brand equity tracking data, and social media listening
- Designed and distributed advertisement copy for print media in major trade publications reaching 70k+ jewelry designers internationally

Research Assistant Aug 2014–Aug 2016
Texas State University, Psychology Department – San Marcos, TX

- Proposed new paradigm of implicit cognitive bias paper awarded "Best Paper"; "Outstanding Graduate Student Scholar" nominee
- Designed & conducted 3 studies on perspective-taking, visual attention; collaborated on 3 for language processing, mental workload
- Trained 5 lab research assistants; analyzed data (behavior, eyetracking, EEG); communicated research insights to stakeholders
- Received \$7k+ in research & travel grants, including highly competitive Graduate Merit Fellowship recruitment grant