

Ipek Demirdag Jackson, PhD

Behavioral scientist with 9+ years of research and program management experience

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EDUCATION

UCLA Anderson School of Management – PhD in Behavioral Marketing June 2022
University of Michigan – MS in Psychology (Concentration: Cognition and Cognitive Neuroscience) April 2017
University of Michigan – BS in Biopsychology, Cognition, and Neuroscience April 2016

SKILLS

Technical:

R Amazon MTurk Data visualization
SQL/Hive Prolific Survey design
Microsoft Excel Quantitative analysis Experimentation
Qualtrics Data collection & analysis Hypothesis testing

Statistics:

Linear, logistic, and multiple regression
ANOVA and ANCOVA; Factor analysis
Moderation and mediation
Structural equation modeling

RESEARCH EXPERIENCE

Quantitative Researcher, Meta – Facebook Marketplace 2022-Present

Designed & executed large-scale international surveys using a wide variety of quantitative methods and interpreted analysis to understand user experiences, define product strategy and improve the quality of current experience on Facebook Marketplace

Led foundational work to understand users and ecosystems to build innovative & differentiated user experiences

Worked closely with cross-functional partners (product management, data science, analytics, business, design, engineering) to identify and prioritize knowledge gaps in our understanding of the Marketplace experience, and designed research that uniquely contributes to solving for those knowledge gaps

Communicated with and delivered research share-outs to stakeholders to inform product prioritization and roadmaps

PhD Researcher, UCLA Anderson School of Management 2017 - 2022

Awarded \$314,000 to fund research that effectively managed end-to-end custom primary research in fast-moving consumer domains (e.g., Google, Netflix, YouTube, Spotify) to execute important insights

Led 4 major research projects related to human-technology interactions, collaborating closely with partners and stakeholders to investigate themes such as algorithmic transparency, bias and fairness, goal alignment

Discovered novel findings that have practical applications such as product design interventions that help people to be more satisfied with algorithmic purchase decisions by 56%

Incorporated a wide range of quantitative research methods to analyze experimental, survey, and archival data, and to convey actionable insights to a large group of technical and non-technical stakeholders

Presented 9 refereed conference papers at invited talks and international conferences to audiences of 100+ people

Graduate and Undergraduate Researcher, University of Michigan 2013 - 2017

Led end-to-end research stream as a principal investigator exploring influence of indecisiveness on consumer decisions

Developed and validated survey measures for online and in-person studies using Amazon's MTurk and Qualtrics

Managed 6 undergraduate students' research activities including participant recruitment, experiment execution, data organization, and literature review; fostered research discussions with faculty and PhD students in weekly meetings

PROGRAM MANAGEMENT AND COMMUNICATION EXPERIENCE

Teaching Associate, UCLA Anderson School of Management 2018 - 2021

Supported and co-taught 5 MBA marketing management courses each with 70+ students. Topics included: customer analysis, segmentation, targeting, branding, marketing promotions, pricing, distribution

Supervised and provided feedback for MBA students' projects; graded assignments, papers, and exams

Research Team Leader, University of Michigan September 2016 - April 2017

Supervised, taught, and collaborated with undergraduate students in various aspects of psychological research, including literature review, data collection, data analysis, and report authorship

Developed and planned content for weekly lab meetings for group of 12 students

Provided thought leadership in leading weekly research meetings with faculty, 5 PhD students, and 6 undergraduates