

Ipek Demirdag, PhD

UX Researcher with 8+ years of quantitative research experience

Specializing in experimental testing and applying scientific principles to find business solutions and improve products.

734-395-4068

ipek.demirdag@gmail.com

Los Angeles, CA

www.ipekdemirdag.com

EDUCATION

UCLA Anderson School of Management – PhD in Behavioral Marketing June 2022

University of Michigan – MS in Psychology April 2017

University of Michigan – BS in Biopsychology, Cognition, and Neuroscience April 2016

SKILLS

Technical:

R
Quantitative user testing
Microsoft Excel
Data collection & analysis
Qualtrics
Data visualization
Amazon MTurk
Survey design

Statistics:

Experimentation
Linear, logistic, and multiple regression
Hypothesis testing
ANOVA and ANCOVA; Factor analysis
A/B testing
Moderation and mediation
Psychometrics
Structural equation modeling

RESEARCH EXPERIENCE

Graduate Researcher, UCLA Anderson School of Management 2017 - 2022

Awarded \$314,000 to fund graduate research

Led 4 major product research projects related to human-technology interactions, which cover themes such as algorithmic transparency and explainability, bias and fairness, and goal alignment

Discovered quantitative usability testing findings that have practical applications such as interventions that help consumers 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 variety of technical and non-technical stakeholders

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

Graduate Researcher, University of Michigan September 2016 - April 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

Undergraduate Researcher, University of Michigan 2013 - 2016

Executed research program to reduce impatience and improve effectiveness of decisions and resulting experiences

Administered laboratory experiments studying effects of monetary incentive on attentional performance in older adults

Fostered productive research discussions with faculty and PhD students in weekly meetings

Conveyed findings at 4 research conferences

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