

# APOORVA SHIVARAM

Chicago, USA · [ashivaram@u.northwestern.edu](mailto:ashivaram@u.northwestern.edu) · [linkedin.com/in/ashivaram/](https://www.linkedin.com/in/ashivaram/) · +1-312-975-4904

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## SUMMARY

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- **Mixed-methods researcher** and **PhD Psychology candidate** with 7+ years of experience in using research methodologies to drive **effective research processes**
- Directed 15 research projects at Northwestern University in the US and Australia, **translated findings into concrete changes** in experiments and wrote up findings as 9 published reports
- Conducted **focus groups** for Newsela with 16 teachers to **understand pain points**, recommended 3 UX and UI changes in a **cross-functional team** presentation that were implemented
- Facilitated a workshop about **effective research communication** to 12 graduate students and enhanced science communication skills of over 50 academic researchers in a training program

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## WORK & RESEARCH EXPERIENCE

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### Learning Analyst, Newsela

06/2023 – Present

- Utilized **quantitative expertise** in R to **analyze user behavior**, delivering highly desired **usage recommendations**, clearly **communicated** through **2 high impact presentations & reports**
- **Queried project data using SQL**, enabling comprehensive analysis of user patterns and insights influencing **Product, Content, and Business teams** to tailor product elements to specific users

### Design Researcher, Onda Collective

05/2023 – Present

- **Collaborates with a cross-functional team** consisting of **designers and product managers** to develop an intervention to motivate health behavior change using **design thinking techniques**
- Conducted **literature review** to inform **hypothesis generation** and **communicated findings** to external stakeholders; **co-facilitated 15+ interviews** for community insights

### Research Consultant, LXD Research and Consulting

01/2023 – 05/2023

- Consulted for 3+ educational technology companies to **improve their learning tools**, used **quantitative (surveys)** and **qualitative (interviews and focus groups)** methods to **enhance UX**
- Produced **reports** (3) and academic manuscripts (1), and **communicated main findings** to a range of clients and stakeholders in a clear and concise manner

### Graduate Researcher, Infant Cognition Lab, Northwestern University

09/2018 – Present

- Conduct **usability testing** and **quantitative research** with 2600+ participants, lead 15+ end-to-end research projects including **research design, data collection and analysis, and publication** (6)
- **Mentored and trained** over 30 research assistants across 5 years on coding, research methodologies, and grant writing

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## SKILLS & TOOLS

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*Technical skills:* **Quantitative** and **qualitative** research methods, experimental design, data collection, interviews, focus groups, ethnographies, statistical analysis (regression modeling, ANOVA, t-tests, factor analyses), survey sampling and design

*Project management skills:* Strong oral/written **communication** and **presentation**, independent and teamwork, analytical and problem solving, **time-management skills**

*Tools:* R, SQL, SPSS, STATA, Qualtrics, SurveyMonkey, Tableau, Miro, Adobe Photoshop & Illustrator

*Additional languages:* German (A1 Level), Spanish (A1 Level)

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## EDUCATION

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Northwestern University, Evanston, IL

**PhD in Psychology (Cognitive)**

Expected 12/2023

**MSc in Statistics**

Expected 12/2023

**MSc in Psychology (Cognitive)**

09/2020

University of Chicago, Chicago, IL

**MA in Social Sciences (Psychology and Human Development)**

08/2017

Christ University, Bangalore, India

**BA in Psychology Honors**

05/2015

## RELEVANT LEADERSHIP

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Research Communication Training Program, Northwestern University

### Graduate Assistant

03/2020 – Present

- Support and mentor graduate students to improve oral research communication skills by developing convincing narratives in their research across a wide variety of disciplines
- Guide early career researchers on research communication techniques including crafting narrative structure, jargon-free language, establishing connection with diverse audiences
- Collaborate with science communication experts from journalism, theatre, design fields to develop course curriculum

Psychology Department, Northwestern University

### Teaching Assistant

09/2018 – Present

- Assisted professors in Psychology, Social Sciences, and Communication programs in 12 courses
- Instructs, grades, and manages up to 150 undergraduate/graduate students
- Develops and leads lectures on cognitive and developmental psychology including theories of learning across development

The Writing Place, Northwestern University

### Graduate Writing Fellow

09/2021 – 06/2022

- Advised graduate students one-on-one to improve clarity of professional and academic writing across several fields in the sciences, social sciences, and humanities
- Recommended a variety of writing strategies and tools to students to enhance their narrative and argument structures
- Led quarterly outreach events that focused on improving their writing skills

Cognitive Area External Speaker Series (DEI), Northwestern University

### Lead Organizer

09/2020 – 06/2022

- Pioneered and executed an initiative to invite speakers with diverse identities and research to present their work in the form of research talks
- Hosted 6 speakers across 2 academic years from early career researchers to tenured faculty
- Identified speakers from across the country and coordinated logistics of their visit (virtual and in-person)

## SELECT PUBLICATIONS & PRESENTATIONS (5 OF 22)

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Anderson, E., **Shivaram, A.**, Hespos, S., & Gentner, D. (2023). *The less is more paradox in relational learning*. Talk presented at The Cognitive Science Society Annual Conference, Sydney, Australia. [\[link to video\]](#)

**Shivaram, A.**, & Zissimopolous, A. (2023). *A 10-week training program enhances research communication skills*. Poster presented at The Society for Applied Research in Memory and Cognition Biennial Meeting, Nagoya, Japan. [\[link to poster\]](#)

Schechter, R., Chase, P., **Shivaram, A.** & Staeps, M. (2023). Virtual Lab Implementation Model Predicts STEM Future Plans: Insights from Contemporary Science Courses in Higher Education. In T. Bastiaens (Ed.), *Proceedings of EdMedia + Innovate Learning (pp. 1235-1242)*. Vienna, Austria: Association for the Advancement of Computing in Education (AACE). [\[link to paper\]](#)

Hespos, S. & **Shivaram, A.** (2022) Artificial Intelligence: Can a computer think like a baby? *Nature Human Behavior*, 1-1. [\[link to paper\]](#)

**Shivaram, A.**, Chavez, Y., Anderson, E., Fritz, A., Jackson, R, Edwards, L. Powers, S., Libertus, M., & Hespos, S. J. (2021). Brief interventions influence the quantity and quality of caregiver-child conversations in an everyday context. *Frontiers in Psychology*, 12, 2228. [\[link to paper\]](#)