

HELEN SCHMIDT

Data-driven experimental researcher with experience collaborating on cross-functional teams, analyzing and modeling complex data, and synthesizing findings to deliver impact to stakeholders.

EDUCATION

- Ph.D., Psychology** | Temple University, Philadelphia, PA 2021 – 2026
All But Dissertation | Concentration in Quantitative Methods | NIH F31 Predoctoral Fellow
- M.S., Clinical Neuroscience** | University College London, United Kingdom 2017 – 2018
- B.S., Biology** | Tufts University, Medford, MA 2013 – 2017

EXPERIENCE

- Netflix** **Los Gatos, CA**
Consumer Insights Intern *June – August 2025*
- Led 2K+ respondent survey with competitive benchmarking to refine personalization model for high-value content, identifying features projected to increase likelihood to watch by up to 15%
 - Translated qualitative insights from interviews with creative professionals to create empirically-backed promotional strategy for company-wide initiatives impacting 50M+ users
 - Pioneered innovative use of existing survey tools to capture and visualize more granular data for 75+ cross-functional stakeholders; initiated team-wide methodological shift toward forward-looking predictive modeling to improve strategic and actionable value of insights

- Fidelity Investments** **Boston, MA**
Behavioral Science Research Intern *June – August 2024*
- Expanded acquisition and loyalty for 1.6M customers (~\$50B managed assets) by measuring investor attitudes and behavior from 5K+ survey respondents
 - Launched research on new investor engagement metric, driving company-wide initiatives for 200K young investors and informing loyalty programs for 1M new women customers
 - Conducted UX interviews with 30+ young investors, improving account funding experiences on Fidelity's website and mobile apps for 168K youth accounts
 - Applied innovative behavioral science techniques to identify growth opportunities and inform UX, strategy, and marketing initiatives supporting ~20M customers

- Social and Affective Neuroscience Lab | Temple University** **Philadelphia, PA**
Doctoral Researcher *August 2021 – present*
- Designed and executed 15+ research projects using R, Python, JavaScript, and MATLAB, and spearheaded ML and NLP applications in the lab, resulting in 11 publications and 26 presentations
 - Directed 150+ researchers in coding and ML workshops while leading national outreach efforts for 560+ students to expand access to research mentorship and support equity in academia

- Memory Modulation Lab | Boston College** **Chestnut Hill, MA**
Research Coordinator *August 2018 – May 2021*
- Managed 11 end-to-end studies, sharing results at 3 conferences; helped secure \$2M in lab funding

SKILLS

- **Programming & Tools:** R, Python, JavaScript, SQL, MATLAB; Qualtrics, GitHub, Figma, MS Office
- **Research & Analytics:** UX research, experiment & survey design, mixed-methods research, ML & NLP (embeddings, sentiment analysis, topic modeling), data visualization, project management
- **Statistics:** Mixed-effects modeling, A/B testing, power analysis, ANOVA, Bayesian statistics