

ANNA LAMB

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[LinkedIn](#) | [Portfolio](#)

RELEVANT WORK EXPERIENCE

Venture Lab, University of Pennsylvania

Philadelphia, PA

The Venture Lab at the Wharton School fosters student entrepreneurial and innovation skills through programs, funding opportunities, and events. I work with the Associate Director of Fiscal Operations to develop data science programs and trainings.

Data Science Consultant

Jan 2023 – Present

- Design 7 modules for a data science for business training course; topics include: regression and classification algorithms, text analysis, model validation techniques, and model evaluation.
- Collaborate with team leaders to record, edit, and produce 100+ data science videos to utilize for hybrid and online courses.

Behavioralize

Philadelphia, PA

Behavioralize is a consulting firm that uses behavioral science to change behavior and drive growth across marketing, sales, and strategy for the healthcare and tech industries.

Behavioral Scientist

Jun 2022 – Present

- Informed the theoretical and empirical approach to segmenting a healthcare provider population for a pharmaceutical company; this included conducting and analyzing 25+ interviews, designing survey questions, and identifying behavioral science concepts that might be the basis of segment dimensions.
- Inform a pharmaceutical company's marketing strategy to identify evidence-based opportunities that optimize interactions and experiences between sales reps and doctors.
- Revamp Behaviorize's research methodology and philosophy, and build capabilities in workshop and coaching activities.
- Mapped user journeys for a software company based on interactive workshops and behavioral science concepts to identify pain points and potential opportunities to increase product engagement and adoption.

Computational Social Science Lab, University of Pennsylvania

Philadelphia, PA

The CSSLab solves challenging real-world problems by applying computational methods to large-scale data. I work on the [Nudge Cartography Project](#), where our goal is to build a living map to help users navigate the complexities of nudging behavior change.

Senior Research Lead

Jan 2023 – Present

- Map experimental studies along 160+ dimensions including domain, experimental design, user experience, behavioral metrics, and results, with 90+ experiments coded to date.
- Collaborate with other research leads to build models for data visualization.

Research Assistant

May – Dec 2022

- Designed a survey capturing data from field partners that reduced time spent collecting data by 2 hours per experiment.
- Presented project vision and roadmap to potential field partners from industry, government, and academia.
- Led biweekly feedback sessions with 32 participants on survey prototypes; presented recommendations to project manager.

B4Development Foundation

Doha, Qatar

B4Development partners with governments, international aid agencies, academic institutions, and nonprofits to address policy challenges and drive social impact at scale by applying an evidence-based understanding of human behavior.

Behavioral Scientist

Jun 2019 – Jun 2021

- Conducted a gamified learning experiment to improve learning outcomes for an international nonprofit's sport for development program, resulting in a 15% increase in scores among students in the treatment group.
- Contributed to all stages of the end-to-end research across 12 projects with a diverse portfolio of clients.
- Presented recommendations to a UN agency on designing user-centered financial products and services based on insights from 6 focus groups with 30+ rural Lebanese women that identified barriers hindering their financial inclusion.
- Improved the recruitment process for the FIFA World Cup Volunteer Program using findings from a pilot experiment that redesigned the application form to increase honest reporting behavior.

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Beyond Group Consulting

Beirut, Lebanon

Beyond Group is a multinational consulting firm that provides services in public policy and management, organizational learning and development, and innovation and technology integration to governments, multilateral agencies, and civil society organizations.

Consultant

Feb 2017 – Jun 2018

- Interviewed stakeholders in the oil and gas sector as part of a case study on developing local content requirements for the nascent sector in Lebanon.
- Informed the design of 8 UNICEF innovation labs serving 12,000 marginalized Lebanese and refugee youth via mixed-methods research (e.g., desk analysis, surveys, focus groups, interviews, and participatory design workshops) to assess the needs of targeted youth and the capacities of local implementation partners and service providers.

RELEVANT PROJECTS

Creating an Innovative Customer 360-Degree View | [UX Researcher](#) | [Wharton Collaborative Innovation Program](#) Fall 2022

Devised solutions to optimize the user experience of internal customer relationship management tools for sales representatives at a multinational digital services firm by isolating user needs (e.g., 25+ in-depth interviews, contextual inquiry), carrying out iterative participatory design sessions, and strategizing a business process and technology roadmap.

Closing the Knowledge Gap in Cryptocurrency | [Consultant](#) | [Capstone Project](#)

Spring 2022

Conducted mixed methods research (e.g., literature review, survey, in-depth interviews) on the psychology of cryptocurrency trading for a large market research firm to inform marketing strategies that encourage greater crypto investments.

Improving the Booking Process for Outdoor Experiences | [Consultant](#) | [Behavioral Science Consulting Course](#) Spring 2022

Improved website design for a startup that helps users find and book outdoor experiences. Mapped customer journeys, conducted in-depth interviews, surveys, and usability testing with 30+ participants, and presented 7 prototypes to client.

EDUCATION

University of Pennsylvania

Master of Science in Behavioral and Decision Sciences

Philadelphia, PA

Dec 2022

Duke University

Bachelor of Arts with Distinction, Public Policy and Asian & Middle Eastern Studies

Durham, NC

May 2015

SKILLS

Research: Mixed methods research, user interviews, focus groups, observational and experimental methods, ethnography

Analysis: Machine learning, design thinking, user journey maps, affinity mapping, statistics, data visualization

Tools: Stata, R, Miro, Qualtrics, Figma, Git, G*Power