

# JAMES DUNLEA, PH.D.

777 N. Michigan Ave., Apt. #3208  
Chicago, IL 60611

(630) 807-9118  
jpdunlea@gmail.com

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## WORK EXPERIENCE

**Manager of Customer Experience & Behavioral Science Insights**, Walgreens Co., Chicago, IL 2022 – Present

- Designed and implemented qualitative and quantitative research studies focused on understanding customer motives for engaging with healthcare-related products and services; focused on understanding the needs, experiences, and behaviors of marginalized customers (e.g., Black customers)
- Leveraged voice of customer insights to identify new opportunities to optimize customer experience, drive revenue

**Insights Consultant (Contract)**, Billing Solutions, Inc., Chicago, IL 2022 – Present

- Analyzed a random sample of 1,875+ e-signature logs spanning 15 months for compliance with IRS verification standards
- Communicated descriptive and statistical research findings in monthly executive reports to senior management
- Identified pain points in the e-signature verification process; crafted employee training recommendations aimed at increasing compliance with e-signature verification standards

**Social Psychology Research Scientist**, Columbia University, New York, NY 2017 – 2022

- Planned and executed 20+ multi-method projects (7,500+ participants) with other researchers, non-profit leaders
- Conducted lab and remote research using quantitative methods (experiments, surveys) to uncover people's attitudes, assumptions, biases, and behaviors
- Conducted research integrating several qualitative methods, including semi-structured interviews and modified card sorting tasks, to understand people's mental models of societal injustice
- Conveyed statistical findings to stakeholders using data visualization techniques (graphs, infographics)
- Identified pain points in surveys and enhanced survey users' experiences based on feedback; resulted in 15% increase in survey completion rate
- Implemented a quality assurance system for participant data; resulted in over 35% increase in usable data
- Built an infrastructure for a remote participant testing system; resulted in over 20% increase in participant recruitment rate, reduction of travel time associated with in-person testing by 4 hours per week
- Published research findings in 8 scientific journals; resulted in 50 citations and h-index of 3
- Communicated research findings during 63 oral presentations to different groups of stakeholders
- Mentored 50+ junior researchers to conduct experiments, code open-ended responses for meaning and motive

**Research Consultant**, Columbia University, New York, NY 2020 – 2021

- Synthesized and interpreted empirical data from multiple sources
- Transformed complex scientific findings into approachable written and graphical data summaries
- Worked with a cross functional team (designers, content strategists) to integrate data insights into a virtual exhibition focused on educating community stakeholders about contemporary incarceration-based injustices

## EDUCATION

**Columbia University**, Ph.D. in Psychology, New York, NY 2017 – 2022

**Northwestern University Law School**, M.S. in Law (with Honors), Chicago, IL 2016 – 2017

**Cornell University**, B.S. in Human Development (with Honors), Ithaca, NY 2012 – 2016

## METHODS, SKILLS, & CERTIFICATES

- **Qualitative research:** semi-structured interviews, remote testing, focus groups, foundational research
- **Quantitative research:** A/B testing, ANOVA, experiments, surveys (Qualtrics), SPSS and R analysis, Tableau
- **Certificates:** Introduction to User Experience Principles and Processes; Fundamentals of Visualization with Tableau; UX Research Methods: Card Sorting; UX Deep Dive: Mapping; UX Foundations: Research