

# James Dunlea, Ph.D.

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## WORK EXPERIENCE

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

- Planned and executed 5 multi-method projects (5,000 participants) in collaboration with various business partners
- Focused on leveraging qualitative and quantitative methods to identify pain points in Walgreens app users' digital journeys; communicated insights to cross-functional stakeholders (i.e., members of the user experience team, product design team)
- Mentored 3 junior analysts on how to design research studies to answer relevant business questions
- Implemented a new statistical technique (sensitivity analysis) when probing for meaningful statistical changes in weekly and monthly NPS scores; socialized new statistical approach throughout the CX insights team

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

- Analyzed 2,250+ e-signature logs spanning 18 months for compliance with IRS verification standards
- Identified pain points in the e-signature verification process; crafted employee training recommendations aimed at increasing compliance with e-signature verification standards
- Communicated descriptive and statistical research findings via monthly executive reports to senior management; increased compliance rate by 12%

### **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, and behaviors
- Conducted semi-structured interviews 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 77 citations and h-index of 5
- 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; provided detailed written feedback on mentees' applications to graduate school, competitive fellowships
- Sat on admissions committee; charged with reading prospective student applications and providing feedback to faculty members

### **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

- **Research:** A/B testing, ANOVA, semi-structured interviews, remote testing, experiments, surveys (Qualtrics), SPSS and R analysis
- **Communication:** Presenting complex findings through written reports and oral presentations; for broad writing, see [my piece](#) on people's views of individuals implicated in the criminal justice system