

# Victoria Pearl McCray

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## Education

**Bachelor of Science in Psychology (Honors): minor in Data Science**  
Northeastern University

*May 2022*  
Boston, MA

## Experience

UX Researcher (contract)  
Autodesk

*Feb 2022 – present*  
Boston, MA - Atlanta, GA

- Conducted product usage analytics, survey design and analysis, user interviews, and insight reporting
- Implemented statistical analysis, data pipelines, and insight repository management using enterprise tools
- Tracked strategic metrics measuring product success including satisfaction, churn and renewal, and loyalty
- Developed custom dashboards, study highlight vignettes, and company-level communications of team research
- Represented user research team and voice of customer for early product development roadmaps

Reporting and Finance Lead (volunteer)  
Black In Neuro

*January 2021 – present*

Reference: Danielle Nadin - Director of Finance

- Led, authored, and currently overseeing the annual impact report for the organization for 2+ years
- Reported engagement, impact metrics, and funding for external development partners and internally
- Developed donor tracking, sponsor solicitation, and stakeholder communications strategies with Development and Finance Directors

Paul and Grace Ward Martinez Fellowship  
Learning and Brain Development Lab at Northeastern University

*Sep 2022 – May 2022*  
Boston, MA

Reference: Juliet Davidow - Principal Investigator

- Conducted behavioral and network analysis of brain functional connectivity for previously collected data in clinical populations
- Analyzed data using Python, R, and CONN packages for hypothesis testing, analysis of variance, and regression models
- Collaborated closely with researchers of PENLab and presented findings at RISE conference

UX Researcher, Co-Op  
Insulet Corporation

*January 2021 – June 2021*  
Billerica, MA

Reference: Joshua Williams - Former Supervisor and UXR Director

- Supported recruiting, study planning, and analytics for moderated usability studies and surveys
- Analyzed qualitative and quantitative data using UX metrics and basic statistics
- Developed data driven insights and recommendations in a cross-functional team environment

Market Research Assistant  
D'Amore McKim School of Business at Northeastern University  
Principal Investigator: Yakov Bart

*August 2021 – Feb 2022*  
Boston, MA

- Created and aggregated usage data reports for television, media, and consumer products
- Planned study materials and experimental design for usability and market focus groups
- Developed practices to improve consumer perception of data security, algorithmic, and digital experience design

Research Assistant  
Interdisciplinary Affective Science Lab  
Principal Investigator: Lisa Feldman-Barrett

*May 2019 – December 2019*  
Boston, MA

- Scored and processed physiological data for 10-20 participants weekly (heart rate variability, skin conductance, impedance)
- Coded and synthesized transcripts of qualitative data
- Presented research and poster presentations among affective science researchers

Research Assistant  
Phonology and Reading Lab  
Principal Investigator: Iris Berent

September 2018 – May 2019  
Boston, MA

- Organized, recruited, and conducted 10-15 experiments weekly
- Attended lab meetings and contributed to experimental design
- Processed data entry, data coding, and statistical measurements

**Research Tools:** Python, Qualtrics, Looker, Salesforce, Airtable, UserZoom  
**UX/UI Design:** Adobe Creative Cloud, HTML/CSS, D3.js

### **Honors and Awards**

*Avrom Aaron Leve Memorial Award, May 2022*

Selected as award recipient in recognition of academic achievements, personal character, and commitment to service.

*Dept of Psychology Faculty-Selected Senior Award, May 2022*

Selected as award recipient by faculty of Northeastern Dept of Psychology in recognition of academic achievements for graduating seniors.

*Honors in Psychology, May 2022*

Completed undergraduate thesis with applications in psychology and cognitive neuroscience under supervision of Juliet Davidow, PhD.

*Dean's List, Dec 2018 and Dec 2020*

Exceeded 3.5 GPA for fall semester.

### **Conference Presentations**

**McCray, V.** (April 2022) *Effects of Cannabis for Persons with Schizophrenia: Implications for Reward Processing*. Research, Innovation, and Scholarship (RISE) Expo Poster Session.

Haigler, C., Andan, Q., **McCray, V.**, Platt, M., & Berent I. (April 2019) *Language in the Mind's Eye: Verbal Morphological Conditioning*. Research, Innovation, and Scholarship (RISE) Expo Poster Session.

**McCray, V.** (April 2019) *Humor as an Identity Marker: Language Attitudes of African American Vernacular English*. Undergraduate Linguistic Research Poster Session.

**McCray, V.** (April 2019) *A Grammar Sketch of Bari: The Hidden Tongue of South Sudan*. Undergraduate Linguistic Research Poster Session.

**Honors Thesis:** Comorbid Cannabis Use Disorder and Schizophrenia: Implications for Reward Network Functional Connectivity

**Thesis Committee:** Juliet Davidow, PhD and Susan Whitfield-Gabrieli, PhD