

ANNA SALAMONE

UX RESEARCHER

annamcksal@gmail.com

Phone: 201-306-2811

LinkedIn.com/in/annasalamone

Portfolio: annasalamone.net

EDUCATION

STANFORD UNIVERSITY

M.A. Communication - Media Studies

2020 - 2021

GPA: 4.05

STANFORD UNIVERSITY

B.A. Psychology

2016 - 2020

GPA: 3.82

GOOGLE UX DESIGN

PROFESSIONAL CERTIFICATE

2022

LEADERSHIP

MASTER'S THESIS AUTHOR

Stanford University

2021

TEACHING FELLOW

Intro to Psychology - Stanford University

2019 - 2020

TEAM MANAGER | PR CHAIR

Stanford Equestrian Team

2019-2020

EXPERIENCE

MARKETING INTERN

Digital Wellness Institute

January - June 2021

Initiated web-development research project to implement user data collection tools into event website

Analyzed 2021 Digital Wellness Day event metrics with reach of 7.8mil people and 20k virtual attendees

RESEARCH ASSISTANT

Stanford Social Media Lab

2020 - 2021

Conducted and transcribed qualitative interviews, organized qualitative data into Excel sheets, sent out daily Qualtrics surveys for diary study participants, exhaustive literature review

RESEARCH ASSISTANT

Stanford Wagner Memory Lab

Spring 2019

Individually ran participants through 2-hour eye tracking study and logged eye-tracking data into Excel

Literature review on media multitasking and cognitive control

RESEARCH ASSISTANT

Stanford Poldrack Psychology Lab

Summer 2018

Scheduled and ran participants through web-based experiments and fMRI scan sessions

Designed original code using JavaScript and CSS for user tasks in developing study

PRODUCT DESIGN RESEARCHER

San Francisco Zoo

Summer 2017

Conducted daily field research in hippo exhibit and literature review on hippo behavior for habitat enrichment product design

Designed, prototyped, and implemented habitat enrichment device into hippo exhibit which increased traffic to exhibit by 30% and increased daily hippo movement by 25%