

# RAONI DEMNITZ

BEHAVIOURAL SCIENTIST, PHD

## CONTACT

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- Recife, Brazil

## SKILLS

- SQL, R, SPSS
- Descriptive & Inferential Statistics
- Experimental Design
- Behavioural Design & Product Knowledge

## EDUCATION

PhD, Cognitive Psychology  
**University of Washington**

2014 - 2020





MSc, Cognitive Psychology  
**University of Oregon**

2011 - 2012

BA, Psychology  
**University of Oregon**

2006 - 2010

## LANGUAGES

- Portuguese 
- English 
- German 
- Spanish 

## PROFILE

I am a behavioral science expert with over ten years of quantitative research experience in industry and academia. My work has focused in finding behavioral solutions to climate change that have often resulted in practical implications and recommendations. Most importantly, I have researched and identified communication methods to reduce climate change skepticism and increase trust in scientists. In addition, I have worked on improving and validating carbon management features to help reduce people's carbon footprint.

## PROFESSIONAL EXPERIENCE

### Behavioural Science Researcher

Cogo 12/2021 - 03/2023

- Randomized, controlled experiment that identified feature that improves carbon literacy by **12%** (**design feature implemented in app, first to market**)
- Randomized, controlled experiment that validated a feature that allows people to set more ambitious carbon footprint goals by **11% lower than current footprint**
- Identified the **climate actions** people are more likely to pursue in-app for **fashion, home energy, flying** and **transportation** domains
- Randomized, controlled experiment that identified **framing effects** that increase people's likelihood to invest in an EV (**+12%**) and invest in loft insulation (**+13%**)
- Identified **most impactful ways** partners in the financial industry can close their clients' intention-action gap in the sustainability space

### Market Researcher

Euromonitor International 09/2021 - 12/2021

- Interviewed **19 finance managers** of medium and big businesses in the tourism industry in Brazil to understand their complaints and pain points about chip and pin card readers for payment solutions provider

### Behavioural Science Researcher

Switch It 07/2021 - 09/2021

- Interviewed and identified **top 3 reasons** people switch to greener bank providers
- Created databank on green energy providers in the US that users could switch

### Behavioural Science Researcher

Prepi 12/2018 - 06/2021

- Conducted interviews on **35 small business retailers** resulting in app improvements that **increased web traffic by 9%**

### Research and Course Manager

University of Washington - Psychology 09/2014 - 12/2020

- Designed and managed **5 in-lab and online randomized, controlled experiments** that resulted in **3 peer-reviewed papers** and **4 conference presentations** addressing climate communication
- Taught **5 different upper level research and social sciences courses** including quantitative research methods and cognitive psychology

*Excellent references available upon request*