RAONI DEMNITZ

BEHAVIOURAL SCIENTIST, PHD

CONTACT

+55 81 99902 9646

raonidemnitz@gmail.com

LinkedIn

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

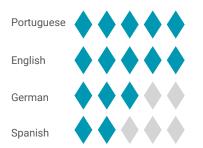
2011 - 2012

BA, Psychology

University of Oregon

2006 - 2010

LANGUAGES



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

<u>Cogo</u> 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

<u>University of Washington</u> - 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