

# Anna C. Byers

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## **Skills & Qualifications**

- Expert in experimental design and statistical analysis of both quantitative and qualitative research studies
- Exceptional communications skills from coordinating client meetings, giving executive presentations, and conducting usability interviews
- Proficient in MS Office (Outlook, Word, Excel, PowerPoint), SPSS, and MatLab; familiarity with HTML and JavaScript
- Well-versed in online data collection and analysis (Qualtrics, Adobe Analytics, Keynote Systems)
- Experience preparing and editing white papers as well as manuscripts for publication in academic journals

## **Education**

### **Ph.D. — Psychology (Cognitive Neuroscience)**

**09/2009 - 08/2014**

University of California, San Diego | GPA: 3.92

### **B.A. — Psychology (Cognitive Neuroscience) and Spanish**

**09/2005 - 05/2009**

The George Washington University | summa cum laude, GPA: 3.87

## **Work Experience**

### **Senior Consultant | eVOC Insights, LLC**

**01/2015 - present**

- Coordinate all aspects of project management, from developing a proposal to presenting deliverables
- Design and conduct qualitative and quantitative research studies using a variety of web-based and lab-based techniques
- Analyze experimental results and provide actionable, data-driven insights in the form of Topline Reports and Executive Presentations
- Moderate In-Person and Remote Usability Interviews

### **Customer Experience Consultant | eVOC Insights, LLC**

**08/2014 - 01/2015**

- Worked with team members to assist in client management by coordinating client meetings, handling email correspondence, and providing additional support to project lead
- Managed eVOC's syndicated division by designing and analyzing large, cross-industry customer surveys
- Aided in moderating In-Person and Remote Usability Interviews
- Contributed to data analysis, development, and presentation of Topline Reports and Executive Presentations

### **Research Associate | UCSD | Perception & Cognition Lab**

**09/2009 - 08/2014**

- Investigated the benefits associated with visual attention and perceptual learning using fMRI and eyetracking
- Spearheaded collaborations with researchers at UC Riverside and UCSD Hillcrest Medical Center
- Presented findings to colleagues and industry professionals at 4 conferences

### **Teaching Assistant | UCSD**

**09/2009 - 08/2014**

- TA for 10 undergraduate Psychology courses, including Sensation & Perception and Principles of Behavior
- Developed and presented lectures clearly to a diverse group of students
- Invited speaker for Honors Research Methods on experimental design and statistical analysis in fMRI

## **Leadership Experience**

### **Undergraduate Mentor | UCSD**

**09/2009 - 08/2014**

- Mentored over 10 undergraduate research assistants
- Advised the research of a student in UCSD's Faculty Mentor Program in preparation for graduate school
- Supervised 5 students completing independent study research papers

**Graduate Admissions Representative | UCSD****09/2012 - 06/2013**

- Elected by department to help determine which candidates would be accepted to the program
- Organized itineraries and hosted the 50+ interview candidates during the Open House weekend

**Graduate Talk Series Coordinator | UCSD****06/2012 - 07/2013**

- Ran the student-organized biweekly graduate talk series
- Recruited faculty and graduate student reviewers from related fields for each speaker

**Publications**

Byers, A. & Serences, J.T. (2014). "Enhanced Attentional Gain as a Mechanism for Generalized Perceptual Learning in Human Visual Cortex." *Journal of Neurophysiology*, 112(5), 1217-1227.

Byers, A. & Serences, J.T. (2012). "Exploring the Relationship between Perceptual Learning and Top-Down Attentional Control." *Vision Research*, 34, 30-39.

Scolari M., Byers A., & Serences J.T. (2012). "Optimal Deployment of Attentional Gain during Fine Discriminations." *The Journal of Neuroscience*, 32(22), 7723-33.