**SHALENA SRNA SHELLEY, Ph.D.**

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Behavioral science researcher who is passionate about applying consumer psychology to actionable product recommendations that improve consumer decision-making and well-being, and positively impact businesses.



**EDUCATION**

**The Wharton School, University of Pennsylvania**

Ph.D. Marketing & Psychology August 2013 – May 2018

M.S. Marketing August 2013 – May 2017

**Walter A. Haas School of Business, University of California, Berkeley**

B.S. Business Administration  August 2009 – May 2013



**EXPERIENCE**

**JP Morgan Chase**

**Vice President, User Experience Research**  January 2023 – Present

**Meta**

**Senior Quantitative UX Researcher, Facebook App** July 2022– November 2022

* Designed and conducted surveys to answer strategic questions, including about what makes recommended content worthwhile to users and how to grow recommendations beyond entertaining content
* Spurred the creation of a new cross-functional workstream by identifying a unique opportunity for Facebook’s recommendation system, in the form of an unmet user need
* Influenced product strategy and planning by presenting original syntheses of user pain points and opportunities for 3 different product teams
* Developed and communicated a strong perspective on how Facebook could improve a top user pain point with its content recommendations, which the team then acted on and included in their official strategy
* Collaborated effectively with and became a trusted partner of product managers, data scientists, engineers, and other researchers across teams

[**MAXPRO Fitness**](https://maxprofitness.com/): Fitness exercise equipment for home gyms and coaching mobile app

**UX Research Consultant**  December 2021 – May 2022

* Designed and conducted in-depth interviews and a survey to improve mobile app customer experience
* Proposed growth opportunities (e.g., modifying “custom presets” feature; launching a web version of the app), improved understanding of customer value, and identified reasons for under-utilization of certain features

[**Partnerbeat**](https://www.partnerbeat.com/): Collaborative online work environment for front office teams that interfaces with CRM platforms

**UX Research Consultant** September 2021 – April 2022

* Conducted observational research on user sessions, identified growth opportunities for product features, and improved existing survey designs and marketing materials
* Proposed new features (e.g., filters for notes) and improvements to existing features that were implemented, influenced the redesign of core functionalities, and identified usability issues (e.g., too many clicks to achieve a goal)

**Stephen M. Ross School of Business, University of Michigan**

**Assistant Professor of Marketing** July 2018 – June 2022

* Designed and conducted 200+ experiments about social media, consumer choice, and productivity
* Analyzed datasets with 1+ million observations with measures of attention, attitudes, time, earnings, and purchase intent

*Communication and public speaking*

* Taught Marketing Management and Consumer Behavior to undergraduates
* Delivered invited research seminars for audiences including economists, psychologists, and business academics
* Delivered 20+ peer-reviewed conference presentations for academics and practitioners, and chaired 5 conference symposia

*Management and mentorship*

* Collaborated with other professors, Ph.D. students, and undergraduate students on research and consulting projects
* Founded and ran the Ross Behavioral Science Lab for professors and students to get peer feedback on research projects

**SELECT RESEARCH SHOWING A PASSION FOR APPLIED RESEARCH ABOUT CONSUMER CHOICE AND PRODUCTIVITY**

**Srna, S.**, Silverman, J., & Etkin, J. When Limits Backfire: The Ironic Effect of Setting Limits on Entertainment Consumption.

* 30+ experiments show that users who have a time limit on playing games or browsing social media spend longer on that activity and evaluate their time spent more positively than those who do not have a limit

**Srna, S.,** Barasch, A., & Small, D. A. (2022). On the Value of modesty: How Signals of Status Undermine Cooperation. *Journal of Personality and Social Psychology*, *123*(4), 676–692.

* 25+ experiments (Prisoner’s Dilemma games, social media posts) show luxury consumption’s downside for cooperation

**Srna, S.**, Schrift, R. Y., & Zauberman, G. (2018), “The Illusion of Multitasking and Its Positive Effect on Performance,” *Psychological Science,* 29 (12), 1942-55. (Dissertation work)

* 30+ experiments demonstrate that merely feeling like one is multitasking improves task engagement

Schrift, R. Y., Parker, J. R., Zauberman G., & **Srna, S.** (2018). Multistage Decision Processes: The Impact of Attribute Order on How Consumers Mentally Represent Their Choice. *Journal of Consumer Research, 44*(6), 1307-24.

* 13+ experiments show that changing the order of attribute choices in multistage decisions alters product selection



**SKILLS**

* SPSS (advanced), R (advanced), SAS (proficient), Qualtrics, Amazon Mechanical Turk, Prolific
* Research design and execution: Field, lab, and survey experiments; eye-tracking; quantitative and qualitative methods
* Skilled at advanced statistical analysis: Regression, mixed effects, diff-in-diff, logit, ANOVA, factor and power analysis, etc.



**INTERESTS**

* Traveling (Japan is next on my bucket list); running; wine (especially since I grew up in Sonoma County); my dog, Winston