SHALENA SRNA, 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 wellbeing, and positively impact businesses.

EDUCATION
The Wharton School, University of Pennsylvania

Ph.D. Marketing & Psychology — August 2013 – May 2018
- Dissertation: *The Perception of Multitasking* advised by Drs. Rom Y. Schrift and Gal Zauberman

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
MAXPRO Fitness: Fitness exercise equipment for home gyms and coaching mobile app

UX Research Consultant — December 2021 – present
- Designing and conducting 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: Collaborative online work environment for front office teams that interfaces with CRM platforms

UX Research Consultant — September 2021 – present
- Conducting observational research on user sessions, identifying growth opportunities for product features, and improving 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 – present
- Designed and conducted 200+ randomized experiments about judgment and decision-making, social media, consumer choice, and productivity (e.g., multitasking and time spent on online activities)
- 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

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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*, forthcoming.
- 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.
- 30+ experiments demonstrate the malleability of what people perceive as multitasking, that the same activity may or may not be construed as multitasking, and that the mere perception of multitasking improves task engagement

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SKILLS
- SPSS (advanced), R (advanced), SAS (proficient), Qualtrics, Amazon Mechanical Turk, Prolific
- Research design and execution: Field, lab, and survey experiments; experimental design; 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