

# MARIA D. PEREZ

PhD Political Science, MS Economics and Applied Econometrics

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## EXPERIENCE

- UX Mixed Methods Researcher II** *The Trade Desk, Los Angeles.* 17/01/2023 – Current
- Executing research to inform early strategic direction through post-release measurement.
  - Define and track UX health metrics so that we are constantly improving the user experience for The Trade Desk customers.
  - Identify common journeys and patterns in user behavior bringing together data from analytics tools with qualitative insights.
  - Collaborate cross-functionally with product management, UX design, data science, engineering, and marketing.
- Quantitative Researcher** *The Trade Desk, Los Angeles.* 23/05/2022 – 12/08/2022
- Designed and executed a mixed method research project to improve users' acceptance of the platform ad campaign recommendations.
  - Conducted in-depth interviews with platform users to understand their behavior and preferences around ad campaigns.
  - Implemented and analyzed a cross-country conjoint survey experiment to identify and test the MVP for ad campaigns recommendations.
  - Collaborated with UX Designers and Engineers to generate product recommendations on the platform's ad campaign recommendations system.
- Quantitative Researcher Graduate Assistant** *University of Southern California.* 12/08/2020 – 01/05/2022
- Designed and executed a cross-country A/B test that increased the subscription of local politicians to a NGO's newsletter.
  - Developed the statistical analysis of public opinion estimates by running hierarchical multilevel models with the R package lme4 using complex survey from the European Values Survey and demographic data.
  - Matched, cleaned and managed sensitive data from the cross-national European Value Survey database and web scraped contact details other official European statistical data sources to feed into the hierarchical multilevel models.
  - Generated small-area poststratification frames (weights) using census data and the R package anesrake.
  - Designed and implemented a cross-national survey on political elites' attitudes towards environmental policies with embedded experiments in Qualtrics.
- Market and UX Researcher, Intern** *Ableton Inc, Los Angeles.* 17/05/2021 – 20/08/2021
- Designed and executed a research project to improve the reach of Ableton's software by identifying points of market entry, and identified customer pain points to enhance user experience.
  - Informed the advertising product strategy after completing a competitive analysis and benchmarking report and identified how to increase the performance and traffic of Ableton's website.
  - Collaborated with the design and product team in creating a mix method research framework to improve users' engagement with the product. This included defining questions for a survey methodology and in-depth interviews, and developing quantitative measurements for usability testing.
- Teaching Assistant** *University of Southern California, Los Angeles* 12/08/2019 – 12/08/2021
- Advanced Business Strategy (MOR 563, MBA course)
  - Political Economy (IR 213, undergraduate course)
- Executive Associate Public Affairs & Communications** *Estudio de Comunicación, Spain* 10/10/2017 – 15/06/2018
- Defined and implemented corporate political strategies through key stakeholder mapping and political engagement tactics.
  - Designed and analyzed surveys, interviews and focus groups with clients' stakeholders (i.e. consumers and employees).
  - Formulated, implemented and analyzed corporate reputation and perception studies targeting the brand image of international clients from private and non-profit sectors. Methods included surveys, focus groups, in-depth interviews and text analysis.
- Associate Public Affairs** *KREAB, Spain* 12/11/2014 – 12/10/2017
- Political strategy consultant for international clients from private and non-profit sectors.
  - Researcher at the KREAB Research Unit for socio-economic studies on trade and business growth in Spain.

## SKILLS

### Expertise:

- Causal Inference | A/B Testing | Survey Experiments | Field Experiments.
- Qualitative Methods | Focus Groups | In-depth Interviews.
- Survey Data | Conjoint Surveys | Hierarchical Multilevel Modeling | Time Series Data.
- Web scraping | Quantitative text analysis | Sentiment analysis | Supervised and unsupervised topic modeling.

**Programming:** R, Stata, Python, LaTeX, Qualtrics; Gephi, UCInet, Tableau

**Languages:** Spanish, English

## EDUCATION

<b>PhD, Political Science and International Relations</b> <i>University of Southern California, USA</i>	14 Dec, 2023
<b>MS, Economics and Applied Econometrics</b> <i>University of Southern California, USA</i>	22 May, 2022
<b>MA, Political and Corporate Communication</b> <i>Universidad Camilo José Cela, Spain</i>	2015
<b>BA, English Studies and Linguistics</b> <i>UNED, Spain</i>	2015
<b>BA, International Relations</b> <i>Universidad Complutense de Madrid, Spain</i>	2014

## PAPERS

1. "What Drives Politicians to Learn?" (with Miguel Pereira) (2021) (Accepted American Journal of Political Science)
  - Experimental design to test which messages increase the participation of political elites in a global workshop on climate change. Used multilevel regressions with poststratifications to generate public opinion estimates on environmental issues.