

## Daniel J. Sude, Ph.D.

Senior Mixed-Methods Researcher | Marketing, UX & Behavioral Insights

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### SUMMARY

**Senior mixed-methods researcher** with experience translating insights about how people engage with complex and challenging information into actionable product, brand, and strategic decisions. Combines deep methodological rigor with applied research experience supporting leadership across UX, marketing, and evaluation contexts.

### CORE METHODS & TOOLS

**Methods:** Survey Design; Interviews; Usability & Concept Testing (UX & Market); A/B Testing; Regression & Multilevel Modeling; Factor & Latent Profile Analysis; Content Analysis

**Tools:** R; Qualtrics; Google Apps Scripts & Dashboards; Salesforce-linked datasets

**Domains:** User Research; Digital Media; Consumer Research; Impact & Evaluation

### EXPERIENCE

#### Research Coordinator (Applied Research & Grants)

Technische Universität Berlin | Sep 2025 – Present | Remote

- Designing mixed-methods research examining technology adoption, usability, user comprehension, and trust in LLM-based fact-checking tools to inform interface, communication, and positioning decisions.
- Assessing user interest, technology adoption considerations, and trust perceptions to support go-to-market planning for free, public-facing AI tools.

#### Project Manager for Research, Evaluation & Impact

Interise | Jul 2024 – Aug 2025 | Remote

- Led applied research and data integration to clarify program impact across different participant groups, improving leadership access to and interpretation of longitudinal survey data prior to organizational closure.
- Co-managed cross-organizational research collaborations with internal teams and external partners across the U.S., aligning research goals, timelines, and deliverables to support shared decision-making.

#### Applied Research & Consulting Projects (2018-2026)

CrowdDoing

- Partnering directly with startup founders to conduct brand ideation and consumer research, supporting early positioning and product development decisions.

Good Pharma

- Led mixed-methods market research to support brand positioning decisions for a functional wellness startup, integrating survey-based segmentation, at-home product trials, and qualitative interviews, and partnering directly with founders to translate findings into decision-relevant branding and messaging tradeoffs.

#### Hudson Cannabis

- Conducted consumer perception research to inform formulation and positioning decisions for CBD products.

#### Saperstein Associates

- Conducted secondary and survey-based data analysis across multiple projects to assess public and consumer perceptions as well as product impact, translating complex findings into interpretable, stakeholder-ready insights.

#### **Visiting Assistant Professor (Applied Research & Training)**

George Washington University | Aug 2022 – May 2025 | Washington, DC

- Led applied research training and supervised multiple concurrent independent research projects from design through analysis and reporting, supporting students working on real-world research questions while providing structured feedback and quality assurance.
- Delivered applied instruction in research methods and statistics, reinforcing expertise in presenting research design for non-technical audiences.

#### **Postdoctoral Research Fellow (Quantitative Research Lead)**

Tel Aviv University | Oct 2020 – Aug 2022 | Tel Aviv, Israel

- Co-led survey and experimental research examining public perceptions and engagement with digital media, contributing to applied understanding of how people process complex information.
- Conducted advanced quantitative analyses, including multilevel modeling and confirmatory factor analysis, with full documentation to support transparency and replication.
- Supervised junior researchers and supported analytic workflows.

#### **Graduate Researcher (Quantitative & Experimental Research)**

The Ohio State University | 2016 – 2020

- Owned end-to-end research projects involving survey design, observation of dwell-time on digital content, experiments, and statistical analysis.
- Conducted applied research profiling users and predicting dwell time on complex and challenging content, with a focus on user opinion formation and social proof analysis
- Supervised junior researchers.

#### **Graduate Researcher (Quantitative & Experimental Research)**

University of British Columbia | 2013 – 2015

- Conducted exploratory research in cognitive and social psychology, contributing to foundational understanding of attention, perception, and individual differences.

#### **EDUCATION**

Ph.D., Communication - The Ohio State University [Quantitative Focus]

M.A., Psychology - University of British Columbia [Quantitative Focus]

M.A., Social Sciences - University of Chicago [Quantitative Focus]

B.A., Anthropology, Honors - Dartmouth College [Qualitative Focus]