

# CAM N. OWEN, PH.D.

## UX RESEARCHER

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### SUMMARY

I am a researcher with experiences in qualitative and quantitative methods. To accomplish measurable impact in both private and non-profit industries, I merge the stakeholder management skills I developed through my past community organizing with the expertise in research, data visualization, storytelling, and social behaviors I developed during my Ph.D. program.

### EDUCATION

University of California, Irvine  
Ph.D. in Sociology (June 2021)

Vanderbilt University  
B.A. in Anthropology and Sociology (May 2012)

### RESEARCH SKILLS

*Technical:* Stata, Python, R, SQL (novice), SPSS, Excel, Atlas.ti, NVivo, Dedoose, Qualtrics, SurveyMonkey, Tableau

*Quantitative Methods:* surveys, experiments, web scraping, and advanced statistics (such as predictive and longitudinal analysis)

*Qualitative Methods:* interviews, ethnographies, focus groups, content analysis

*Language:* fluent Vietnamese

### PROFESSIONAL EXPERIENCE

#### USER EXPERIENCE RESEARCHER, MIXED METHODS

**WhatsApp at Meta**

May 2022 – Present (full-time)

New York, New York (remote)

- Work cross-functionally with design, product management, engineering, and marketing to identify research topics.
- Design and execute end-to-end custom primary research using a variety of methods in fast-changing environments.
- Communicate results and illustrate suggestions in compelling and creative ways.

#### POLICY ANALYST/RESEARCHER

**ERASE Racism**

April 2021 – May 2022 (full-time)

Syosset, New York

- Conducted 7 research projects with quantitative data, leading to production of 6 reports and policy briefs.
- Reviewed 100+ policies and built relationships with lawmakers and partners, leading to passage of 13 state bills.
- Drafted 15+ public statements and testimonies and provided background research for 10+ op-eds and media interviews.

#### CONSULTING DATA ANALYST

**Bend the Arc**

January 2021 – February 2021 (independent contractor)

Irvine, California (remote)

- Performed data analysis of 150+ hours of semi-structured and focus group interviews of 200 individuals in 50 hours.
- Addressed equity issues in the data analysis, such as ensuring that voices from minoritized populations are centered.
- Communicated findings as actionable insights to different stakeholders in the organization.

#### ADJUNCT PROFESSOR

**California State Polytechnic University, Pomona**

January 2020 – May 2022 (part-time)

Pomona, California (remote)

*Quantitative Methodology, Qualitative Methodology, Statistics*

- Created and implemented course materials on research concepts and methods, such as random and purposive sampling techniques, semi-structured interviews, survey and experimental designs, segmentation, and statistical correlations.
- Instructed students on how to use Qualtrics, SPSS, R, and NVivo for data collection, cleaning, analysis, and visualization.

#### POLICY & RESEARCH FELLOW

**Louisiana Fair Housing Action Center**

August 2018 – December 2018 (internship)

New Orleans, Louisiana

- Completed 2 research projects (oral history and textual analysis) to study housing affordability in New Orleans.
- Used findings to help define campaign messaging, contributing to the passage of the desired 2 city-level housing policies.
- Prepared campaign materials, including 20+ video testimonials from the oral history project.

#### PH.D. RESEARCHER

**University of California, Irvine**

September 2015 – June 2021

Irvine, California

- Project 1: Conducted and analyzed 30 1:1 interviews with 30 professional activists to study non-profit employee turnover.
- Project 2: Performed multivariate analyses of datasets with 10,000 to 60,000 individuals and spanning 1948-2020.
- Project 3: Performed multivariate analyses of longitudinal data of 3,000 youths to study use of digital technology.

#### SCIENTIFIC RESEARCH ANALYST

**Tulane University**

February 2014 – September 2015 (full-time)

New Orleans, Louisiana

- Managed the Vietnamese arm of the study, by drafting an IRB proposal and testing the validity and reliability of survey.
- Built relationships to expand recruitment sites, leading to recruitment and interviewing of 300+ Vietnamese participants.
- Recruited for and administered 800+ surveys on the effects of the 2010 BP oil spill on a diverse pool of women.

#### **COLLEGE ADVISORY LEADER**

**College Track New Orleans**

January 2014 – September 2015 (part-time)

New Orleans, Louisiana

- Revised and implemented weekly lesson plans for high school students to address issues regarding college admission.
- Drafted and implemented an evaluation system to track progress of the college advisory team in student engagement.

#### **AFFORDABLE CARE ACT HEALTHCARE NAVIGATOR**

**Southern United Neighborhoods**

October 2013 – December 2013 (full-time, term contract)

New Orleans, Louisiana

- Informed 2,000+ Asian individuals about the new Affordable Care Act through media and stakeholder engagement.
- Enrolled 500+ Asian families and 300+ families of other racial groups into a healthcare plan through conducting door-to-door neighborhood canvassing and organizing community events.

#### **COMMUNITY LIAISON**

**Restaurant Opportunities Center United**

June 2013 – October 2013 (full-time, term contract)

New Orleans, Louisiana

- Worked with 50 Asian-owned restaurants to provide healthy meals and adequate breaks for 1,000+ employees.
- Informed 7,500+ Asian individuals about healthy eating through leveraging relationships with local leaders and press.
- Oversaw and directed the Outreach Coordinator to achieve campaign goals.

#### **YOUTH & COMMUNITY ORGANIZER**

**Vietnamese American Young Leaders Association of New Orleans**

July 2012 – June 2013 (full-time)

New Orleans, Louisiana

- Strategized and coordinated 4 multi-racial campaigns for a variety of issues, including education equity and budgeting.
- Built and maintained relationships with coalition partners, faith-based leaders, policymakers, and other stakeholders.
- Led the Ride to Success campaign, which secured previously non-existent school buses to minoritized New Orleans East.

#### **PEER-REVIEWED PUBLICATION**

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- Cam Nguyen Owen. 2019. “It’s a Rat Race...’: The Impact of Ideological Imprinting on Micro-Level Experiences of Movement Professionalization.” *Mobilization: An International Quarterly*, 24(1): 59-76.