Nikita Khalid
Tel: +1 929 969 1094
Website: https://www.nikitakhalid.com
Email: nikitakhalid@gmail.com **Profile**: https://www.linkedin.com/in/nikitakhalid/

Senior Mixed Methods Researcher and Research Leader with 8+ years designing and leading quantitative and qualitative research across digital products, education, healthcare, and technology. PhD in Educational Psychology and MS in Quantitative Methods for the Social Sciences, with expertise in survey research, measurement development and validation, longitudinal and quasi-experimental research, behavioral analysis, and mixed-methods synthesis. Experienced managing multiple concurrent client-facing studies, partnering across Product, Data Science, Sales, Marketing, and Client Success, and translating complex findings into clear stories and actionable product, business, and strategic recommendations.

RELATED WORK EXPERIENCE

Senior Manager of Research at Scratch Foundation — ***New York, NY***
Global nonprofit, creative platform and online community — *Feb 2024 - April 2026*

- Led end-to-end research programs across a global digital platform, translating strategic research questions into study plans, data requirements, timelines, analyses, reporting, evidence deliverables and actionable recommendations for Product, Data Science, and senior leadership
- Identified and prioritized evidence gaps related to engagement and participation across user populations, including lower engagement among girls and users in lower-engagement countries, and translated findings into product and community recommendations centered on collaboration, peer support, mentorship, discovery, and access to reduce participation barriers
- Analyzed studio engagement patterns and identified low participation and substantial zero-engagement behavior, leading to recommendations to improve studio visibility, search and discovery, introductory prompts, and support for users building confidence with curation and community management features
- Designed and led mixed-methods research using interviews, focus groups, participatory design, surveys, concept testing, longitudinal measurement, behavioral telemetry, large-scale platform data, thematic analysis, and statistical analysis to inform product strategy and roadmap decisions
- Oversaw development of the Scratch Research Repository and research access process, including determining screening details for external research proposals, reviewing study and data-use requirements, managing data-sharing agreements, and coordinating with international researchers seeking access to a repository containing 1B+ data points
- Partnered with Data Science to define data-collection parameters, prepare analysis-ready datasets, resolve study requirements, and support research projects through data collection, analysis, reporting, and closeout
- Conducted quantitative and qualitative analyses across large-scale behavioral, survey, and longitudinal datasets, translating findings into evidence for internal leadership, external research partners, and international research audiences
- Conducted research with participants across international user communities to understand how cultural differences shaped platform engagement, resulting in public-facing user insights and product and community design implications
- Developed and validated user-centered measurement scales and frameworks to assess changes in user attitudes, behaviors, and experiences over time
- Synthesized complex findings into clear narratives, executive readouts, reports, presentations, public-facing research, and external research deliverables for product teams, senior leadership, external partners, and international research audiences

Research Scientist at Ascend Learning & Kognito Solutions, LLC. — ***New York, NY***
Simulation and educational technology company — *Jan 2018 – Jan 2024*

- Led multiple concurrent client-facing mixed-methods research engagements, independently managing research planning, stakeholder alignment, study execution, analysis, reporting, and client deliverables across healthcare and education markets

- Served as a research partner to Sales and Client Success, contributing research expertise during pre-sales conversations and presenting findings, implications, and recommendations directly to clients
- Designed and executed large-scale, quasi-experimental, human-subjects studies integrating embedded surveys with simulated learning experiences to evaluate intervention effectiveness and participant outcomes
- Managed researchers and statistical analysts and trained colleagues in research methods, quality standards, and effective communication of evidence
- Partnered directly with clients, Product, Engineering, Sales, Marketing, Client Success, senior leadership, and external research partners to align study objectives, research requirements, timelines, evidence needs, and deliverables
- Presented research findings and evidence deliverables to internal leaders, external academic and research partners, clients, and professional audiences to inform program, product, policy, and practice decisions
- Developed, validated, and refined behavioral and attitudinal measurement scales and evaluation metrics, including measures of identification, decision-making, and referral behaviors
- Applied statistical analyses to identify factors associated with participant outcomes, evaluate changes following product exposure, and generate evidence for internal and external research stakeholders
- Created and maintained a centralized, company-wide research repository serving as the primary source for publications, whitepapers, research findings, study documentation, grant applications, survey instruments, and research examples, increasing access to and dissemination of organizational research knowledge
- Authored peer-reviewed publications and research reports demonstrating intervention impact across suicide prevention and postvention, substance use prevention, behavioral health, education, and military populations

EDUCATION

The Graduate Center, City University of New York — ***New York, NY***
Doctor of Philosophy in Educational Psychology Concentration in Learning, Development & Instruction — *Aug 2021 - June 2025*
- GPA 4.0

The Graduate Center, City University of New York — ***New York, NY***
Master of Philosophy in Educational Psychology — *Aug 2022 – Feb 2024*
- GPA 4.0

The Graduate Center, City University of New York — ***New York, NY***
Master of Science in Quantitative Methods for the Social Sciences — *Aug 2019 – July 2021*
- GPA 4.0

Baruch College, City University of New York – Macaulay Honors Scholarship Recipient — ***New York, NY***
Bachelor of Arts in Psychology and Global Mediation — *Aug 2014 - June 2018*
Major GPA 4.0; Cumulative GPA 3.7; Graduated with College Honors and from Macaulay Honors College

SELECTED SCHOLARSHIP

Conferences & Publications
- Selected presentation topics include AI for discovery in the Scratch community, equitable social technology platform innovation, creative coding and child well-being, online learning, and technology-based prevention research across mental health, suicide prevention and postvention, substance use reduction, and public health
- Selected publications in peer reviewed journals such as Journal of Technology in Behavioral Science, JMIR Formative Research, International Journal of Environmental Research and Public Health, and Teaching and Learning in Nursing

Note: Full list of conferences and publications available on https://www.nikitakhalid.com

TECHNICAL & ANALYTICAL SKILLS

- **Programming & Analysis:** R, MAXQDA, NVivo, Atlas.ti, AI-assisted qualitative and behavioral data analysis
- **Product & Behavioral Analytics:** large-scale platform data, engagement analysis, user segmentation and persona development, cross-source data synthesis, behavioral telemetry
- **Measurement & Experimentation:** Metric development, learning-impact measurement, scale development and validation, construct validity, reliability testing, experimental and quasi-experimental design
- **Data & Visualization:** Power BI, Preset, data visualization with R, analysis-ready dataset development
- **Research Methods:** Surveys, mixed methods, longitudinal studies, usability/concept testing, qualitative analysis
- **Learning & Pedagogical Frameworks:** Experience with recognized evidence standards (e.g., ESSA tiers, What Works Clearinghouse) and learning science/ behavioral frameworks (e.g., SDT, Social Cognitive Theory, constructivism, growth mindset, theory of change)