

Nikita Khalid

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Senior Mixed Methods Researcher with 8+ years defining and executing end-to-end quantitative and qualitative research for complex digital products. Generated insights that informed product strategy, user experience, and organizational decision making across technology organizations. Experience partnering with product, sales, engineering, marketing, and executive leadership teams to identify user needs, shape product direction, and translate research into measurable business impact. Expertise spans generative and evaluative research, usability studies, survey research, validity studies, longitudinal research, and strategic research programs.

RELATED WORK EXPERIENCE

Senior Manager of Research at Scratch Foundation

Global nonprofit, creative platform and online community

New York, NY

Feb 2024 - April 2026

- Partnered with senior leadership to develop long-term research strategy, identify product insights, and translate research findings into actionable recommendations that informed product direction and expanded organizational research capabilities
- Led product research that informed roadmap decisions for Scratch's platform experience and user engagement initiatives including user persona generation, user interviews, focus groups, participatory design, playtesting, and survey research
- Conducted end-to-end mixed-methods product research identifying unmet user needs and platform gaps which informed platform innovation and ensured user perspectives shaped product strategy and decision-making
- Conducted research with participants across international user communities to understand how cultural differences influence platform engagement, resulting in public-facing user insights
- Translated strategic product questions into research hypotheses, evaluation metrics, survey instruments and data collection plans; performed statistical analyses and modeling; generated actionable recommendations
- Developed and validated user-centered measurement scales and frameworks, defining constructs, evaluating reliability and validity, and establishing measures to assess changes in user attitudes, behaviors, and experiences
- Contributed research frameworks to the ideation and development of an AI-powered creative learning assistant, with attention to usefulness, context, and appropriate human control
- Communicated complex findings through concise, decision-focused readouts for product teams, executives, external partners, and international research audiences

Research Scientist at Ascend Learning & Kognito Solutions, LLC.

Simulation and educational technology company

New York, NY

Jan 2018 – Jan 2024

- Led multiple concurrent research studies integrating mixed research methods across company target markets including external research partnerships, proof of concept studies, and client specific study deliverables
- Led research assessing the efficacy of simulation technology and interactive educational tools on academic and public health outcomes, supporting product augmentation and validity of the instructional methodology
- 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
- Managed researchers and statistical analysts and trained colleagues in research methods, quality standards, and effective communication of evidence
- Partnered with Product Design, Engineering, Sales, Marketing, Client Success and senior leadership to translate research insights into product improvements, customer-facing solutions, and go-to-market strategy
- Designed large-scale studies integrating embedded surveys with simulated product experiences, collecting pre/post behavioral and attitudinal data to assess product outcomes
- Built, validated and modified scales assessing constructs such as mental health and substance use identification and referral behaviors

- Applied statistical analyses to identify factors associated with user outcomes and evaluate changes following product exposure
- Authored research papers in scholarly journals demonstrating product impact within contexts including suicide prevention and postvention in PK12 and the military, and substance use prevention in healthcare
- Presented research findings both internally and to external research partners to inform policy and practice decisions across healthcare and education markets

EDUCATION

The Graduate Center, City University of New York

Doctor of Philosophy in Educational Psychology Concentration in Learning, Development & Instruction

New York, NY

Aug 2021 - June 2025

- GPA 4.0

The Graduate Center, City University of New York

Master of Philosophy in Educational Psychology

New York, NY

Aug 2022 – Feb 2024

- GPA 4.0

The Graduate Center, City University of New York

Master of Science in Quantitative Methods for the Social Sciences

New York, NY

Aug 2019 – July 2021

- GPA 4.0

Baruch College, City University of New York – Macaulay Honors Scholarship Recipient

Bachelor of Arts in Psychology and Global Mediation

New York, NY

Aug 2014 - June 2018

Major GPA 4.0; Cumulative GPA 3.7; Graduated with College Honors and from Macaulay Honors College

SELECTED LEADERSHIP & SCHOLARSHIP

InspiraBag

Queens, NY

Co-founder

May 2017

- Created a community-driven not-for-profit organization working with NYC artists, business owners, and students to provide educational amenities such as backpacks to children and young adults in underserved rural communities

Conferences & Presentations

- 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 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>

SKILLS

- Experience with analysis tools: R, MAXQDA, NVivo, Atlas.ti, using AI to analyze JSON files/process-trace data
- Experience working with Data Science/Engineering teams informing ML models with research frameworks to streamline detection of research outcomes
- Experience with Google ecosystem, Microsoft Suite, Confluence, JIRA, Smartsheet
- Survey methodology, scale development & validation, construct validity, reliability testing
- Statistical modeling, regression, ANOVA, t-tests, factor analysis, grade of membership factorization, longitudinal/pre-post analysis
- Behavioral & attitudinal analysis, measurement frameworks, user-centered metrics
- Experimental and quasi-experimental research
- Data visualization and executive research storytelling/presentation
- Fluent in Russian, both reading and writing; Conversational Spanish, both reading and writing