

# Beth Cozzolino Santiago

Research scientist focused on improving technology products through experimentation and data analysis

## EXPERIENCE

### Indeed, Austin TX — Senior Product Scientist

DECEMBER 2021 - PRESENT

- Lead experimentation for the backend of Indeed's shift to a new pricing model. Queries and reports shared with highest levels of leadership. Worked with product leadership to make critical business decisions
- Built optimization that reduced Indeed's delivery cost by more than 15%

### Indeed, Austin TX — Product Manager (Acting)

Q3 2021

- Improved our pricing models through randomization and experimentation, resulting in two consecutive +11% revenue wins
- Managed team of 10+ data scientists and software engineers building user-facing machine learning models. Ensured on-time delivery of new models and components. Ran sprint planning, standups, and retrospectives to improve team processes

### Indeed, Austin, TX — Product Scientist

DECEMBER 2020 - APRIL 2021

- Deeply involved with ongoing pricing model experiments; conducting power analysis, identifying gaps in our data analysis pipeline, test planning, providing in-depth analyses and documentation with leadership that help drive roll-out decisions
- Support team of back-end data scientists and engineers pushing models to production by simulating the impact of new models on user-facing recommendations

### Indeed, Austin, TX — Quantitative UX Researcher

JUNE 2018 - DECEMBER 2020

Used quantitative methods to evaluate user behavior at scale and identify product improvement opportunities. Including: analyzing user flows through the job post funnel, teaching workshops and providing 1:1 instruction on survey design and analysis

### Cubic | Intific, Austin, TX — Graduate UX Research Intern

APRIL 2018 - JUNE 2018

Conducted user experience research as part of an agile team of researchers, designers, and project managers working to improve the usability of technology products

Austin, TX

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## SKILLS

Statistics, A/B test design and analysis, coding, data visualization, querying, technical communication, machine learning, survey design

## PROGRAMMING LANGUAGES

Python (numpy, pandas, networkx), SQL, Stata, R

## EDUCATION

### The University of Texas at Austin, Austin, TX — Ph.D.

AUGUST 2012 - APRIL 2018

Department: Sociology and Population Research Center

GPA: 3.96

### Temple University, Philadelphia, PA — B.A.

AUGUST 2008 - MAY 2012

Phi Beta Kappa, *summa cum laude*