

# Kayla Good

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## EDUCATION

**Stanford University, PhD in Developmental Psychology** Sep 2024

4.0 GPA; advised by Dr. Ellen Markman and Dr. Carol Dweck (author of million-copy bestselling book *Mindset*)

**Reed College, BA in Psychology** May 2017

3.9 GPA; Phi Beta Kappa; President's Commendation for Excellence in Scholarship 2014, 2015, 2016, & 2017

## RESEARCH & PROFESSIONAL EXPERIENCE

**Director of Research, 826 National** Oct 2025 – present

- Lead research and evaluation for the largest youth writing network in the U.S., spanning nine chapters serving 28k students and a digital platform reaching 23k educators and an estimated 875k students
- Built a data pipeline using Claude Code to automate data aggregation, analysis, and reporting for all chapters across the network, replacing a fully manual process
- Leveraged the new data pipeline to lead the network's first study on the longitudinal impact of 826 chapters' programming on K-12 students' development of foundational writing skills (e.g., diction, sentence fluency, voice)
- Created and implemented a research and measurement framework for the national Write to Thrive initiative, designing new pre- and post-survey measures to capture growth in students' social and emotional skills

**Graduate Researcher, Stanford University** Sep 2019 – Sep 2024

- Secured \$138k NSF grant to support research exploring how different aspects of learning contexts can support or thwart students' learning and motivation
- Designed and led 10+ mixed-methods studies (surveys, experiments, interviews) with 1,000+ participants, employing analytical methods including regression modeling, factor analysis, and Bayesian inference to investigate how the [help and feedback learners receive influence their beliefs, mindsets, and performance](#)
- Co-led an [experimental pilot study](#) (N=150) investigating how LLM response structure affects learning and motivation; found evidence to suggest that users with strong growth (vs. fixed) mindsets show greater knowledge retention when an LLM chunks information, informing a framework for designing AI interactions that support capacity building
- Constructed and validated novel psychological measures using established psychometric methods, including measures of beliefs about parental involvement and perceptions of a teacher's mindset about students' abilities
- Disseminated research insights by publishing [three articles in high-impact psychology journals](#) and [writing for Scientific American](#) (10M+ readership)

**Analyst / Researcher, Inkblot Analytics** Dec 2024 – Aug 2025

- Built behavioral models in R over in-home motion sensor data to infer health status, daily routines, and behavioral anomalies for elderly patients; this work leveraged psychology expertise to inform modeling factors
- Used geospatial analytics and consumer behavior modeling to inform a store rebrand projected to generate \$30M in additional revenue for the client

**Measurement Consultant, Digital Promise** Sep 2024 – Jan 2025

- Evaluated the scientific validity of hundreds of measures of student motivation, engagement, and persistence and recommended specific measures for evaluating the efficacy of EdTech products in different domains
- Compiled measures into a published online resource database for EdTech grantees and stakeholders within Digital Promise and the Gates Foundation

## TEACHING & MENTORSHIP

**Psychology Fellow, FLI Sci** (Oct 2023 – Jun 2024): Designed 18-week psychology curriculum for first-generation, low-income high schoolers; measured impact via student satisfaction surveys (95%+ satisfaction)

**Head Teaching Assistant, Psychology Honors Seminar, Stanford** (Sep 2021 – Jun 2024): Mentored 50+ students through year-long independent research projects; designed feedback surveys to assess course impact on learning and motivation

## SKILLS

**Research:** mixed-methods study design, psychometrics & measurement development, survey design, program evaluation, writing for academic and non-academic audiences

**Technical:** R, Python, SQL, Git, statistical analysis (regression, factor analysis, Bayesian methods), data visualization (design and implementation), building with AI/LLM tools (e.g., Claude Code)