

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

PROFESSIONAL EXPERIENCE

Analyst, Inkblot Analytics

Dec 2024 – present

- Conduct end-to-end data analytics and market research projects for clients across a diverse range of industries
- Craft data-driven briefs and R Shiny dashboards to convey strategic insights to clients
- Spearheaded profit & loss (P&L) analysis of a proposed rebrand for a public company, revealing a path to a ~\$30M increase in yearly profit for the client
- Collaborated with client to produce deck on P&L findings, which led C-suite to approve the rebrand project

Measurement Consultant, Digital Promise

Sep 2024 – Jan 2025

- Performed a deep dive on the scientific literature investigating students' and teachers' motivation, engagement, and persistence (MEP), particularly within science- and math-focused contexts
- Identified hundreds of MEP measures and assessments and evaluated their scientific validity and rigor, as well as their specific applicability for EdTech grantees
- Compiled measures into an online resource database for grantees, researchers, and strategists within Digital Promise and the Gates Foundation U.S. Program

Graduate Researcher, Stanford University

Sep 2019 – Sep 2024

- Successfully applied for \$138,000 grant from the National Science Foundation to support research investigating how elements of learning contexts can support (or thwart) students' development of a growth mindset
- Led 10+ studies (utilizing both qualitative and quantitative methods), finding that the types of help and feedback teachers and parents give can send clear messages to students about whether they can improve their skills
- Constructed and validated novel measures aimed at capturing 1) beliefs about how involved parents should be in their children's academic and personal affairs and 2) perceptions of a teacher's mindset about students' abilities
- Co-led an interdisciplinary project exploring how learners engage with LLMs as well as strategies for aligning LLMs with growth-mindset-oriented instruction and feedback
- Built analysis pipelines in R to extract meaningful insights from data
- Disseminated actionable insights to key stakeholders outside of academia (e.g., educators, managers) by writing a piece for [Scientific American](#) (10M+ readership worldwide)

LEADERSHIP EXPERIENCE

Psychology Fellow, FLi Sci

Oct 2023 – Jun 2024

- Led the launch of the nonprofit's Psychology program, resulting in expanded access to high-quality research experiences for dozens of first-generation, low-income high schoolers across the U.S.
- Developed and taught custom 18-week curriculum and consistently achieved 95%+ rates of student satisfaction

Leaders in Inclusive Teaching Fellow, Stanford University

Sep 2021 – Jun 2024

- Designed and led a series of interactive teaching workshops for teaching assistants ('TAs') in Psychology
- Secured buy-in from Psychology department stakeholders, who now use these workshops as the basis for the department's annual TA training program

Head Teaching Assistant, Stanford University

Sep 2021 – Jun 2024

- Selected to lead teaching team for the Psychology department's honors thesis course for three years in a row
- Successfully mentored 50+ students in completing year-long independent research projects

Lab Manager, University of Chicago

Jul 2017 – Aug 2019

- Hired, onboarded, trained, and mentored 20+ undergraduate research assistants
- Initiated partnerships with external research sites (e.g., Chicago's Museum of Science and Industry), leading to recruitment of 2000+ children (ages 3-13) for the lab's studies

SKILLS AND INTERESTS

- *Mentorship*: volunteer for 5 years for [Paths to PhD](#) (mentored PhD applicants from underrepresented groups in Psychology)
- *Analytical / technical*: data-driven decision-making, R programming, SQL, statistical analysis, data visualization
- *Interests/hobbies*: language learning (French, Russian), baking, reading science fiction