Lewis White

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Mixed-methods researcher and data analyst with expertise in survey design, statistical analysis, and behavioral insights. Passionate about using data to inform strategy, improve experiences, and drive impact.

PROFESSIONAL EXPERIENCE

Data Analyst – Columbia University Mailman School of Public Health (9/23–Present)

GasPay Project: Partnered with a Ghanaian software consultancy and fintech firm to develop GasPay, a platform connecting LPG consumers and suppliers in Ghana, testing incentive structures and optimizing platform features.

- Designed and implemented randomized controlled trials (RCTs) using quantitative methods to evaluate incentive structures, user experience, and engagement on the GasPay platform.
- Developed and analyzed baseline and endline surveys for GasPay pilot studies, collecting key data on participant demographics, cooking fuel use, financial behaviors, and mobile money attitudes to refine platform features.
- Merged survey and behavioral data (pulled via API) to generate actionable insights into user behavior and platform engagement which led the team to re-engage households with tailored support and drove an uptick in platform activity.
- Led data analysis for an evaluation of Ghana's National LPG Promotion Program, assessing LPG adoption patterns across demographic groups and tested the impact of GasPay access.

Statistical Health Studies

- Applied advanced statistical modeling (multiple regression, distributed lag models, causal mediation) to assess how heat exposure affects mental health outcomes and sleep quality in pregnant women and mothers in Ghana.
- Researched the impact of cooking on community air pollution, identifying a significant increase in pollution levels during morning and evening cooking hours.

UX Research Advisor – dscout, Chicago, IL (6/20–7/22)

- Supported clients in applying qualitative UX research techniques across generative (diary studies, ethnography, IDIs, surveys), evaluative (usability testing, concept testing, A/B testing), and rapid iteration (agile feedback loops, quick-turnaround studies) phases to optimize user experiences.
- Crafted survey designs, managed complex longitudinal projects, and provided problem solving support throughout the entire research process for clients from companies including Nike, Accenture, and Microsoft.
- Designed, ran, and analyzed original research to determine how people can better support the LGBTQIA+ community. Published [research](#) in dscout's *People Nerds* blog and shared with researchers worldwide.
- Advised over 35 accounts on maximizing dscout's research platform for survey insights.

EDUCATION

Master of Environmental Data Science, 3.97 GPA (6/23)
Bren School of Environmental Science & Management – University of California, Santa Barbara (UCSB)
Highlighted Coursework: Data Visualization and Communication, Machine Learning, Policy Evaluation

Bachelor of Arts in Statistics and Psychology (Cum Laude), 3.71 GPA (6/20)
Carleton College, Northfield, MN
Highlighted Coursework: Bayesian Inference, Applied Regression Analysis, Statistical Inference, Probability, Linear Algebra, Social Behavior and Interpersonal Processes, Psychology of Prejudice, Behavioral Economics

SKILLS & ADDITIONAL EXPERIENCE

Languages: R, Python, SPSS; familiarity with SQL and Bash
Tools and Platforms: RStudio, Microsoft Office Suite, Tableau, VS Code, GitHub, Slack, Jira, Figma, Trello
Research Methods & Analysis: Survey Design, Regression Analysis, ANOVAs, T-Tests, Machine Learning
Courses/Trainings/Workshops: The Art of Data Visualization (NYU Online Course)
Additional Experience: Account Management Intern – BBDO Worldwide, NY (6/19–8/19); Strategy Intern – Zeus Jones, MN (6/18–8/18); Consulting Intern – Turnlane, MN (6/17–8/17); Pickleball Coach – Swell (8/23–Present)