

DANIELLE BRAXTON

PHD, RD

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PROFESSIONAL SUMMARY

User Experience Researcher with a Ph.D. in Public Health and over a decade of experience designing and conducting mixed-methods research in academic, healthcare, and community settings. Skilled in synthesizing complex data into actionable insights, managing multidisciplinary teams, and delivering stakeholder-centered solutions. Passionate about human-centered design, behavior change, and equity-driven innovation.

UX & RESEARCH EXPERIENCE

Assistant Professor of Health Promotion

North Carolina Wesleyan University

Rocky Mount NC, *August 2019 – May 2025*

- Led interdisciplinary public health research projects using mixed-method approaches; findings translated into published insights and evidence-based interventions.
- Mentored students on qualitative interviewing, survey design, and data synthesis—mirroring UX research cycles.
- Designed and evaluated interactive learning tools that incorporated user feedback to enhance student engagement and experience.
- Championed inclusive, user-centered pedagogy by integrating empathy-based practices and collaborative problem-solving in course design.

Assistant Professor of Public Health Studies

Elon University

Elon NC, *January 2017 – August 2018*

- Created and delivered evidence-based curricula grounded in behavioral science and user-centered learning principles.
- Facilitated small group discussions and applied learning activities aligned with user research facilitation techniques.

Clinical Dietitian

Peak Nutrition and Weight Loss

Apex NC, *May 2009 – August 2013*

- Used motivational interviewing and empathy-based inquiry to uncover user goals and barriers.
- Created accessible resources and group programs tailored to diverse audiences—experience transferable to content testing and usability studies.

Speaker/Public Health Consultant

Balancing Life's Issues (BLI)

Ossining NY, *August 2010 – January 2016*

- Delivered health education programs based on participant needs; evaluated feedback and iterated content accordingly.
- Engaged with diverse users in corporate environments, aligning closely with user/stakeholder research skills.

Graduate Research Assistant, *part-time*

UNC Center for Health Promotion and Disease Prevention

Chapel Hill NC, *August 2010 – December 2014*

- Conducted qualitative interviews and survey research; coded and analyzed data to inform intervention design.
- Synthesized findings into educational materials and stakeholder reports—equivalent to UX deliverables.

Project Manager, *full-time*

UNC Center for Health Promotion and Disease Prevention

Chapel Hill NC, *January 2009 – August 2010*

- Oversaw implementation of a complex, multi-site behavioral intervention study; collaborated with stakeholders across schools, families, and funders.
- Designed study protocols, monitored participant experience, and iterated methods based on stakeholder feedback.

CORE SKILLS

- UX Research Methods (Interviews, Usability Testing, Surveys, Focus Groups)
- Mixed-Methods Analysis (Quantitative: SAS; Qualitative: Atlas.ti, NVivo)
- Research Synthesis & Insight Communication
- Survey Design & Implementation (Qualtrics, Google Forms)
- Stakeholder Engagement & Cross-Functional Collaboration
- Experience Mapping, Personas, Affinity Diagrams (Miro, Dovetail)
- Health Behavior & Human-Centered Design

EDUCATION

University of North Carolina at Chapel Hill, Chapel Hill NC

Gillings School of Global Public Health

Nutrition Department, Intervention and Policy Program

Doctor of Philosophy (Ph.D.), May 2016

Master of Public Health (MPH), August 2008

Registered Dietitian (RD), November 2008

North Carolina State University, Raleigh NC

College of Agriculture and Life Sciences

Bachelor of Science (BS), December 2004

Major Course of Study | Biological Sciences with Nutrition Concentration

Minor Course of Study | Fitness Leadership