

C. Sudy Majd
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EDUCATION

Columbia University
Department of Psychology, Graduate Student

New York, NY
September 2013-Present

Cornell University
Master of Science in Human-Environment Relations (Applied Research & Statistics)
Thesis: "Next Stop, Security: Understanding Women's Perceived Levels of Security in Public Transportation Stations"
GPA: 3.87

Ithaca, NY
January 2013

Barnard College, Columbia University
Bachelor of Arts in Economics

New York, NY
May 2006

CURRENT PROJECTS

I recently completed a study on the decision making processes of chronic dieters using Query Theory as the theoretical framework.

I am also working on building an experiment that explores the relationship between health decisions and pro-environmental consumerism.

EXPERIENCE & RESEARCH

Cornell University Food & Brand Lab

Ithaca, NY

Research Associate, Cornell Center for Behavioral Economics in Child Nutrition Programs July 2012-August 2013

- United States Department of Agriculture (USDA) funded lab helping researchers, practitioners and policymakers shape food policies in school cafeterias that guide students to make healthier food choices
- Evaluated large quantitative data sets concerned with current and potential USDA policies affecting reduced price and subsidized school meals. Analyzed economic, nutritional, and behavioral impacts of changes to food item offerings, marketing tactics, and the physical design of the cafeteria have on students and schools
- After two months on the job, was given a large, under analyzed data set relating to plate cleaning behaviors and BMI as an additional project. I co-authored a paper based on my analysis of the data along with Dr. Brian Wansink. The paper is currently under review at *The Journal of Nutrition Education and Behavior*
- Assisted in research, submission and publication of academic articles focusing on the assessment of micro- and macro-research findings conducted in school cafeterias measuring, for example, food waste, food sales, flavored milk consumption, caloric intake, and school revenues
- Helped write a recently submitted article on a study testing the successes and failures of the newly implemented USDA National School Lunch Program standards in over forty urban schools.

Professor Nancy Wells, Cornell University

Ithaca, NY

Grant Writer, Open Spaces Scared Places Grant

May 2012-Present

- Assisted in the completion and submission of a \$15 million grant proposal to the TKF Foundation
- Designed proposed study methodology that would capture the effects of exposure to nature on the renewal, regeneration, and sense of community on newly arrived refugees and their families to Utica, New York
- I will conduct several longitudinal studies measuring these and other variables concerned with the relationship between the presence of nature and, specifically, criminal activity, economic value, and social ties. These studies aim to strengthen causal conclusions by collecting data prior to, during, and after the completion of the One World Garden, the name of the proposed community park. The park is to be located adjacent to the Mohawk Valley Resource Center for Refugees

United States Department of Transportation (USDOT)

Washington DC

Environmental Intern

June 2011-August 2011

- Determined all content and layout for the USDOT's Office of Sustainability internal website to comply with Executive Order 13514, "Federal Leadership in Environmental, Energy, and Economic Performance"
- Conducted semi-structured interviews with relevant stakeholders to determine the feasibility of developing domestic maritime highways within the continental United States
- Reported on the domestic advantages and disadvantages of maritime development in the Arctic Circle

Professor Gary Evans, Cornell University

Ithaca, NY

Teaching Assistant for Introduction to Human-Environment Relations

January 2011-May 2011

- Planned and taught a weekly class discussing a wide range of writing styles and strategies
- Assigned and evaluated writing assignments that incorporated concepts covered in lectures and readings
- Served as an academic writing advisor for students in a composition writing-intensive course

Envirosell Inc.

New York, NY

Project Manager

July 2007-May 2010

- Conducted on-site market research on consumer shopping patterns and behaviors using quantitative and qualitative research methods. Organized and led team working sessions and presented findings to executives of Fortune 500 and international companies
- Designed attitudinal surveys, conducted sales associate interviews, created focus group preliminary screener questionnaires, and selected on-site video camera placements to determine the impact of all or specific in-store elements, such as a section redesign, on shopper experience
- Analyzed data and determined how to recalibrate brands and store elements, thus enhancing sales and performance at both domestic and international levels. For example, worked closely with the largest national pet store retailer to design new concept stores that incorporated all recommendations based on previous studies. New features such as interactive touchscreens, in-store signage packages, and reconfigured store layouts were among some of the changes made to enhance consumer experience and increase time in store.
- Worked closely with clients on a weekly basis during the pre-research phase to review and refine proposed field research approaches and methodologies to ensure their consistency with the desired research objectives
- Collaborated with and debriefed fieldwork teams of 10 – 30 people conducting on-site customer research

PUBLICATION

Majd, S. and Wansink, B. (under review). The Clean Plate Club’s multi-generational impact on child and adult BMI. *The Journal of Nutrition Education and Behavior*.

PRESENTATIONS

“The Company You Keep: Effects of race on food consumption of restrained eaters.” Monday Seminar Series. Columbia University, New York, NY, December 9, 2013.

“Under Iran’s veil: Misconceptions of a misunderstood country, from education to economy.” Presentation to POLT 12900 Introduction to Global Studies at Ithaca College, Ithaca, NY, December 11, 2012.

“Next stop, Security: Understanding women’s perceived levels of security in public transportation stations.” Thesis Defense Presentation to the faculty of the Graduate School of Cornell University, Cornell University, Ithaca, NY, August 31, 2012.

“Why you buy: Manipulation of the retail environment.” Presentation to Graduate Seminar, Cornell University, Ithaca, NY, February 2, 2011.

GRANTS & SCHOLARSHIPS

Design & Environmental Analysis Thesis Research Grant Recipient

September 2011 – May 2012

Cornell University Teaching Assistant Scholarship

September 2011 – December 2011

Cornell University Teaching Assistant Scholarship

January 2011 – May 2011

SKILLS & INTERESTS

Languages: Fluent in Persian, proficient in French
 Programs: R Studio, STATA, InDesign, PowerPoint, Photoshop, MS Excel
 Interests: Food marketing, behavior economics, public spaces, FIFA World Cup, travel
 Sports: Mountaineering, triathlons, hiking, and soccer