

ROOS VAN DUIJNHOVEN

Behavioural Scientist



PROFILE

As a behavioural scientist with a background in behaviour change and neuropsychology, I am driven by a curiosity about what shapes human behaviour. Knowing what shapes behaviour and how decisions are formed, enables us to steer these decision-making processes to more desirable outcomes.

My goal is to contribute to the world in a positive way by designing innovative, human-centered solutions for societal issues. By translating scientific behavioural insights into real-world applications, I aim at making a positive impact across different environments, for both profit and non-profit organisations.

WORK EXPERIENCE

- 08.2022 – current **Freelance Behavioural Scientist | Salzer Behavioral Strategy & Consulting**
- Applying insights from behavioural science to achieve (digital) behavior change and habit formation
 - Advising organizations on how to improve their products and services, using the latest behavioural design tools and insights
- 07.2022 – current **Behavioural Scientist | roosvanduijnhoven.com**
- Translating scientific behavioural insights into real-world applications
 - Designing, implementing and testing behavioural interventions
 - Consultation and inspiration on strategy, problem-solving and communication
 - Changing behaviour aimed at making societal impact
- 12.2021 – 05.2022 **Behavioural Scientist Intern | Open Now**
- Advertising agency, based on behavioural science
 - Tasks ranging from behavioural analyses to creating campaign materials
 - Researching neuropsychological insights on attention and engagement with online ads
 - Writing blogs and newsletters
- 09.2021 – 05.2022 **Consultant Cyber Resilience | De Volksbank**
- Researching cybersecurity, cyber awareness and cyber resilience
 - Applying behavioural insights to increase cyber resilience of clients and employees
 - Developing educational materials and games to improve cyber resilient behaviour
- 02.2021 – 09.2022 **Cyber Resilience & BehaviourLab Intern | De Volksbank**
- Masterthesis on cybercrime, cyber resilience and money mules
 - Developing and validating behavioural interventions to prevent clients from money mule recruitment
 - Organising lectures and workshops about psychological insight applicable for the financial sector
- 08.2021 – 01.2022 **Project Assistant | Dijksterhuis & Van Baaren (D&B)**
- Behaviour change agency
 - Executive tasks for projects, such as observing behaviour in experiments or doing interviews
- 08.2017 – 09.2021 **Consultant Subsidy & Funding | W&B Consultants**
- Screening financial possibilities for projects
 - Advising and writing of project plans and required documentation
 - Submitting subsidy and funding applications
 - Project administration

ACADEMICAL BACKGROUND

09.2020 - MSc Brain & Cognition in Society | University of Amsterdam

- 05.2022
- Translating neuropsychological knowledge into practical advice for solving societal issues
- Literature study on neuropsychological insights for attention and engagement with online communication, grade 9/10
- Average grade: 8.6/10

09.2020 - MSc Behaviour Change | Radboud University, Nijmegen

- 08.2021
- Studying psychological drivers of human behaviour
- Developing interventions for behaviour change
- Thesis: "Stoot je niet aan deze steen! - Hoe jongeren te behoeden zijn voor geldezelrekrutering", grade 8/10
- Average grade: 8.2/10
- Study association B-Change: Chair of the Activity Committee & Secretary of the Sports Committee

02.2019 - Warsaw International Studies in Psychology (WISP) | Uniwersytet Warszawski

- 07.2019
- Erasmus+ semester abroad
- Followed a diversity of courses, among which Political Psychology, Forensic Psychology, Emotional Design and Design Thinking, Evolutionary Psychology, Psychology of Beauty and Fame & Social Dilemmas and Justice
- Average grade: 9/10

09.2016 - BSc Psychology | Radboud University, Nijmegen

- 08.2019
- Specialisation in Social Psychology, Behaviour & Environment
- Thesis: "De relatie tussen sociaal netwerk, sociaal support en sedentair gedrag", grade: 8.5/10
- Average grade: 7.9/10
- Extra activities: Mentor Psychology Introduction Weeks

PRIZES & CERTIFICATES

- 2nd place Science in Practice Awards (SIPA) 2020-2021, Radboud University
- Fundamentals of Neuroscience - Harvard University, HarvardX 2020
- Cambridge English: Advanced (CAE) - CEFR level 1
- Español: Nivel A1 - Fuentes, Eindhoven

QUALITIES

- critical enterprising •
- analytic creative •
- open-minded writing •
- solution focused
- a tad of perfectionism
- likes to spot cognitive biases in day-to-day life

LANGUAGES & PROGRAMS

- Dutch (native)
- English (fluent)
- German (intermediate)
- Spanish (beginner)
- SPSS
- R
- Microsoft Office

INTERESTS

- sports: muay thai boxing, hockey, surfing, diving
- book-nerd
- cooking and trips to Asian supermarkets
- traveling: backpacking South-America in 2019-2020 & Asia in 2022 & many short-term trips