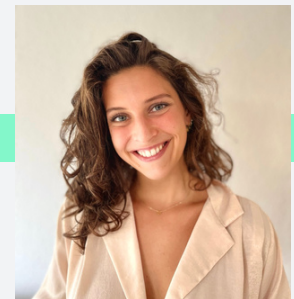


# ROOS VAN DUIJNHOVEN

## 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

#### 03.2023 - Behavioural Scientist | Behaviour & Beyond

current

- Supporting organisations with integrating behavioural science in their systems, to enable them to successfully and independently use behavioural knowledge to solve challenges and create impact.
- Facilitating workshops, giving training and supporting in setting up internal behavioural science teams

#### 08.2022 - Freelance Behavioural Scientist | Salzer Behavioral Strategy & Consulting

current

- 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 - Behavioural Scientist | roosvanduijnhoven.com

current

- Translating scientific behavioural insights into real-world applications
- Designing, testing and implementing behavioural interventions to create societal impact
- Consultation and inspiration on strategy, problem-solving and communication
- For an overview of project, please visit: [roosvanduijnhoven.com/projects](https://roosvanduijnhoven.com/projects)

#### 12.2021 - Behavioural Scientist Intern | Open Now

05.2022

- 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 - Consultant Cyber Resilience | De Volksbank

05.2022

- 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 - Cyber Resilience & BehaviourLab Intern | De Volksbank

09.2022

- 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 - Project Assistant | Dijksterhuis & Van Baaren (D&B)

01.2022

- Behaviour change agency
- Executive tasks for projects, such as observing behaviour in experiments or doing interviews

#### 08.2017 - Consultant Subsidy & Funding | W&B Consultants

09.2021

- Screening financial possibilities for projects
- Advising and writing of project plans and required documentation
- Submitting subsidy and funding applications, as well as project administration

## ACADEMICAL BACKGROUND

- 09.2020 - **MSc Brain & Cognition in Society | University of Amsterdam (The Netherlands)**  
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 (The Netherlands)**  
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 (Poland)**  
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 (The Netherlands)**  
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

- Designing for Environmental Sustainability and Social Impact - Acumen Academy, 2023
- Storytelling for Change - Acumen Academy & Ariel Group, 2023
- Applied Behavioral Science training - BeSci.io (Behavioral Science in Organisations), 2022
- 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

## LANGUAGES & PROGRAMS

- Dutch (native)
- English (fluent)
- German (intermediate)
- Spanish (beginner)
- SPSS
- R
- Applied ML & LM

## QUALITIES

- open-minded
- research skills
- critical thinking
- analytical thinking
- communication skills
- flexibility & adaptability
- enterprising •
- creative •
- flexible •
- writing •