

# NATHAN STOLERO

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## SOCIAL SCIENTIST & MARKET RESEARCHER

*Delivering Leadership, Accountability, and Project Excellence*

*Total Dedication in Exceeding Client and Personal Expectations in Challenging Environments*

**My most significant advantage: I have substantial relevant experience in merging the worlds of product, academia, and NGOs. I am a social scientist and a technological writer, with product development experience, seeking to leverage my skills in research positions for tech companies.** I've had a boundary-breaking professional career, boasting 12+ years of experience within practical, theoretical, qualitative, quantitative, mixed-method market, product and academic research. My work has included survey design, ethnography, interviews, experiments, focus groups, log, content analysis, and digital research. I am a trained cross-cultural professional who forges strategic partnerships and communicates with multiple stakeholders to determine interest and develop strategic ideas. I have expertise in synthesizing customer voices into actionable user insights. I am also an enthusiastic mixed-method and UX researcher, with experience in moderated and unmoderated studies, participatory design, contextual inquiries, and more.

### HIGHLIGHTS OF QUALIFICATIONS

- I have a verifiable track record of success in performing **market, user, and UX research** on various databases, managing the cycle for each research task.
- I possess an in-depth understanding of **survey and questionnaire design, sampling, and statistical analyses of survey or behavioral data**.
- Well-versed in multiple **ethnographic methods** (e.g., interviews, focus groups, observations).
- I am an expert in leading cross-functional partners in **international research**, translating ideas, needs, and requests into valid and rigorously researchable questions and actionable insights in product environments.

### CORE COMPETENCIES

- |                                     |                                    |                                  |
|-------------------------------------|------------------------------------|----------------------------------|
| • Quantitative/Qualitative Research | • Survey, Experiments, A/B Testing | • Strategic Planning & Execution |
| • Market, User & UX Research        | • Ethnography & Interviews         | • Cross-Cultural Research        |

### RESEARCH EXPERIENCE

Tel Aviv U

2007 – Present

**Research Associate (Since 2012) / Research Assistant (2007-2012)**

- Excelling in executing both national and international research (including market and user research) in the fields of Digital and Knowledge Gaps, Information & Communication Technologies, Information Seeking Behavior of Youth, User Experience, Social Networks, Internet Culture, and Health Promotion.
- Facilitating primary and secondary research utilizing multiple methods encompassing quantitative (experimental and quasi-experimental design), A/B Testing, survey design, humane and automated content analysis, visualizations, qualitative (ethnographic research, in-depth interviews, focus groups, observations, qualitative content analysis, visualizations), network analysis and digital methods.
- Leading research teams of up to 12 research assistants.
- Enhancing functional knowledge of cross-cultural research, especially with disadvantaged populations. Continuing to partner with international institutes to facilitate large-scale research projects.
- Pioneering the presentation and publication of research in top-notch international and European conferences and journals ([For a list of publications](#)).

**Ran Naor Research Institute ("Or Yarok") – Association for Safer Driving in Israel**

2015-2017

**Mixed-Methods UX Researcher (Contract-Based)**

- Executed a three-year project focused on studying several apps and their impact on reducing distraction and mobile use while driving while also heading the qualitative UX study. I utilized a variety of methods (interviews, focus groups, content analysis, ethnography, observations).
- I participated in a research team that led the quantitative user research section of the project, designing and analyzing survey results, and integrating them with the qualitative research findings.

- Forged and maintained solid relationships and partnerships with cross-functional teams (app developers, engineering, designers) and various stakeholders (CEO, the scientific director, other researchers) to facilitate the product and research efforts ([The final report](#)).
- Generated and presented results to accelerate the tactical decision-making on the product ([Summary of the project](#)).

## "EfshariBari" – The National Program for Healthy and Active Life

2013-2015

### Social Marketing & Primary Field Research Manager

- I spearheaded a team of research assistants in an ethnographic applied market research study for implementing The National Program (by The Ministries of Health, Education & Sport) in cross-cultural communities.
- Acknowledged for stellar success in facilitating qualitative, quantitative, and mixed-method research, including observations, in-depth interviews, and surveys.
- Optimized understanding and clarification of both the community and organization's needs while working with public stakeholders (ministries, CEOs, mayors, heads of departments, community leaders).
- I acted as a key member of the project steering committee providing consultation regarding user behavior.
- Masterminded the research and design functions in developing various project products, including establishing an applied research-based method for promoting health in the workplace ([See here](#)) and a website ([See here](#)).
- Recognized for expertise in delivering research slideshows while communicating research findings to the cross-functional team members and various stakeholders ([Example](#))

### ADDITIONAL WORK EXPERIENCE

Tel Aviv U, Hebrew U, Gordon College & IDC	Adjunct Lecturer	2018 – Present
Globes.co.il	Financial and Technological Writer	2017 – Present
The Municipality of Rishon Le Zion	Media Consultant (Pro Bono)	2017 – Present
The Clinical Law Program at Tel Aviv University	Media Consultant (Pro Bono)	2018-2019
Tel Aviv U, IDC Herzlia & Peres Academic Center	Senior Instructor	2009-2018
Channel 2 News	News Editor	2009-2012
Yedioth Achronot Magazines	Journalist	2001-2016

### PROJECT PORTFOLIO (<https://cutt.ly/StoleroProjects>)



### EDUCATION

<b>Tel Aviv University</b> Ph.D. (Department of Communication) Dissertation Title: Information Seeking Behavior of adolescents, young adults, and adults	2012-2018
<b>University of Amsterdam</b> Professional Workshop The Department of Communication: Summer Program in Digital Methods	2017
<b>Tel Aviv University, M.A. (Summa cum Laude, Honors List)</b> Department of Communication Thesis Title: "Gaps" between the "Digital Natives" and the "Digital Immigrants" in news consumption and production	2009- 2012
<b>Tel Aviv University</b> B.A.: Department of Communication & The Department of Political Science (Summa cum Laude, Honors List)	2006-2009
<b>Koteret's School of Journalism (Tel Aviv University)</b> Associate's Degree	2006-2009

### LANGUAGES

Languages: Hebrew – Mother Tongue; English – Fluent; Spanish – Basic.