

# Gustavo Arruda Franco

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## EDUCATION

### The University of Chicago

Bachelor of Arts in Sociology with Specialization in Research Methodology 2017 – 2021  
Related Coursework: Survey Methodology, Applied Computer Science, Data Analysis, Psychometrics, GIS & Spatial Analysis, Econometrics, Marketing Strategy, Microeconomic Analysis  
Honors: Odyssey Scholarship (International recipient of a full-ride scholarship)

## EXPERIENCE

Center on Society & Health at Virginia Commonwealth University Chicago, IL  
*Freelance UX & Content Writer* May 2023 – Present

- Wrote two public health dashboards while translating data to wider audiences — throughout full cycle of research, strategy, and execution —, later receiving recognition from press and Virginia's Secretary of Health
- Conducted, documented, and analyzed qualitative usability tests with six users over videocalls, using insights to strategize and iterate the writing and overall user experience in collaboration with designers
- Automated copy for hundreds of pages, using conditional logic and string manipulation, to present key metrics and accompany data visualizations for several localities, while following latest accessibility recommendations

Research Supportive Services Inc. Chicago, IL  
*Freelance Research Recruiter* March 2023 – April 2023

- Recruited hard-to-reach populations for several focus group sessions, as part of a Pew Research Center project dedicated to Asian-American immigrants and their relationship with religion
- Developed and executed recruitment strategies by identifying and visiting key community partners, such as direct service non-profits, libraries, local businesses, and religious temples
- Screened potential participants to check their eligibility in-person and over the phone

Waited for Work Authorization from U.S. Immigration July 2022 – February 2023

Chicago Center for HIV Elimination at UChicago Medicine Chicago, IL  
*Research Specialist* August 2021 – June 2022

- Increased response rates from 13% to 32% of primary research study with 400 Black sexual minority men and trans women, after developing feedback channels across the team, new incentive policies, and tracking systems
- Developed REDCap database to centralize collection and reporting of para-data, after sudden interruption of previous data management service, with renewed focus on increasing granularity of outreach metrics
- Co-authored published article: Duncan, D. T., Park, S. H. et al. (2023). HIV Care Engagement Is Not Associated with COVID-19 Vaccination Hesitancy during the Initial Peak of the COVID-19 Pandemic among Black Cisgender Sexual Minority Men and Transgender Women in the N2 COVID Study. *Vaccines*, 11, 787.

*Research Coordinator of the PrEPárate Campaign* August 2021 – June 2022

- Programmed online surveys to measure awareness and motivation to use HIV prevention medications among Latine American community in Chicagoland area
- Coordinated meetings between community partners and researchers from Cook County and UChicago
- Compiled insights from Chicago Latine American community partners to orientate social marketing campaign

Survey Lab at the University of Chicago Chicago, IL  
*Neighborhoods & Networks Research Assistant* December 2020 – August 2021

- Conducted online and in-person primary data collection with Black gay men and trans women, with the objective of understanding barriers to adoption of HIV prevention medication (PrEP)
- Contacted marginalized participants in a long-term longitudinal survey, scheduling visits, and payments
- Collected spatial and social media data of participants in addition to the interviews

## SKILLS & INTERESTS

Languages: Portuguese (native), Spanish (intermediate)

Computer: Microsoft Excel, Microsoft Access, REDCap, R, Dedoose, QGIS