





ADDA Ana Díaz Barriga

RESEARCHER & WRITER

Summary

Experienced audience researcher adept at employing quantitative and qualitative methods to glean actionable insights. Strong multilingual communicator with a knack for engaging diverse audiences. I thrive in collaborative environments, leveraging problem-solving skills to craft innovative solutions.

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Skills

- Analytical Thinking
- Strong Communication
- Creativity
- Exceptional Time Management
- Problem-Solving
- Collaborative Practices
- Project Management
- Adaptability

Education

INTERDISCIPLINARY PH.D.

THEATRE & DRAMA
Northwestern University
2018 - 2024 (Expected)

M.S. PSYCHOLOGY

Northwestern University
2021 - 2024 (Expected)

CERTIFICATE IN COGNITIVE SCIENCE

2020

Languages

Spanish Italian
English German
French

Experience

DOCTORAL RESEARCHER

Northwestern University 2018 - Present

- **Innovative Research Methods:** Developed pioneering methodology integrating quantitative data analysis with qualitative insights, advancing audience research in theater.
- **Effective Project Management:** Strategically planned and executed a multi-year research project, securing funding and resources while mastering data collection and analysis techniques.
- **Impactful Dissemination & Collaboration:** Published 13 articles on various academic platforms, while establishing partnerships with puppetry artists and presenting research globally for widespread impact.

CURATORIAL ADVISORY COMMITTEE MEMBER

Chicago International Puppet Theater Festival 2022 - Present

- **Development of Team Processes:** Collaborated with festival leadership and other consultants to create a robust evaluation process, ensuring thorough assessment of more than 80 productions.
- **Lead Reviewer:** Synthesized feedback, guiding decision-making and prioritizing client needs for audience engagement.
- **Successful Programming Contribution:** Implemented an evaluation method for productions, influencing the festival's lineup over two years and enhancing its reputation for excellence.

CONSULTANT FOR *LATINIDADES* PROGRAM

Mudlark Theater in collaboration with Northwestern University 2022 - 2023

- **Facilitated Inter-Organizational Communication:** Streamlined communication between Mudlark and NU leadership, ensuring alignment of objectives.
- **Curriculum Creation:** Worked with teaching artists to co-develop curriculum for youth workshops and spring break camps fostering cultural celebration.
- **Community Empowerment:** Engaged participants in activities promoting identity exploration, providing necessary support, resulting in heightened enthusiasm among participants and benefitting the local Latina/o/e/x community.
- **Legacy & Sustainability:** Contributed to the creation of an archive of the project, enabling future replication and expansion within the client company and beyond.