

# PRECIOUS ELAM

UX Research Strategist | EdTech, AI & Youth Technology | Behavioral Science + Program Leadership  
San Diego, CA | (619) 457-9422 | [preciousjelam@gmail.com](mailto:preciousjelam@gmail.com) | [linkedin.com/in/preciouselam](https://www.linkedin.com/in/preciouselam) | [preciouselam.com](https://www.preciouselam.com)

## PROFESSIONAL SUMMARY

---

UX Research Strategist with graduate training in developmental psychology and experience conducting generative and evaluative research across EdTech, youth technology, AI-enabled mental-health products, children's media, and community-based services. Combines behavioral science, mixed-methods research, and program leadership to translate the needs of children, families, educators, and underserved communities into product, service, and program decisions.

## RESEARCH METHODS & EXPERTISE

---

**Research:** Interviews, Usability Testing, Surveys, Focus Groups, Participatory Research, Concept Testing, Behavioral Observation, Card Sorting, Journey Mapping, Persona Development, Competitive Research, Program Evaluation, Synthesis, Research Translation

**Domains:** Children & Youth, Families, Educators, EdTech, AI-Enabled Products, Mental Health, Children's Media, Underserved Communities

**Tools:** Dovetail, Figma/FigJam, Miro, SPSS

## UX RESEARCH EXPERIENCE

---

### Psyflo / FeelWell

UX Researcher

Remote

Oct 2024–Present

- Established the research function for an AI-enabled K–12 mental-health platform, developing the research roadmap, study protocols, recruitment approach, and evidence strategy for school pilots.
- Built and facilitated a six-member Youth Advisory Board of high-school students, informing decisions on personalization, gamification, privacy, and trust.
- Conducted moderated usability testing with 10 students and partnered with founders and school stakeholders across multiple research phases, translating findings into prioritized recommendations and pilot planning across three school districts.

### Independent UX Researcher

Freelance & Contract

Remote

Aug 2024–Present

- Led generative and evaluative research across EdTech, children's media, community platforms, and nonprofit services, owning research planning, recruitment, facilitation, synthesis, and stakeholder handoff.
- Conducted research with five parents, five prospective funders, and four service providers, surfacing affordability as a barrier to youth-program participation and informing a shift from discovery to community fundraising.
- Conducted youth focus groups, pilot screenings, usability studies, and competitive research, shaping content strategy for a children's media platform and funding-readiness work for two nonprofit organizations.

### Center for Educational Improvement

UX Research Intern

Remote

Jan 2022–Feb 2023

- Conducted mixed-methods research with 200+ participants to identify drivers of satisfaction and engagement with a digital education platform.
- Analyzed survey and qualitative data and translated findings into platform recommendations for research, program, and education stakeholders.

## PROGRAM & RESEARCH LEADERSHIP

---

**The New York Urban League**

*Senior Program Manager*

*Program Manager*

**New York, NY**

Oct 2023–Dec 2025

Sept 2022–Oct 2023

- Used 30+ surveys and 15+ interviews to redesign program hours, criteria, and curriculum, contributing to 35% participation growth and 70% higher engagement.
- Restructured program operations and staffing, contributing to a \$95K reduction in annual staffing costs.
- Directed programming for 150+ students across two sites while managing an \$80K budget and three direct reports.
- Built 13 university and corporate partnerships, secured \$10K+ in grants, and launched an HBCU tour and Mental Health Fair serving 500+ participants.

## BEHAVIORAL & DEVELOPMENTAL RESEARCH

---

**Neuropsychology and Education Lab, Columbia University**

*Graduate Research Coordinator*

**New York, NY**

Jan 2022–May 2025

- Contributed to experimental, longitudinal, and intervention research examining how poverty, adversity, and family environments shape child cognition, self-regulation, and developmental outcomes.
- Conducted standardized behavioral coding, reliability calibration, and data-quality assurance for Baby's First Years, a randomized controlled trial of poverty reduction and early-childhood development.
- Administered surveys and maintained research documentation and data quality across longitudinal studies involving children and families, using SPSS for descriptive and correlational analysis.

**UCLA Diversity Education & Psychology Lab**

*Research Assistant | School Diversity Project*

**Los Angeles, CA**

Sept 2015–June 2016

- Administered school-based surveys and supported participant recruitment, data collection, and data cleaning across middle- and high-school research on diversity, belonging, and safety.
- Contributed evidence used to inform policy- and practice-relevant recommendations related to school climate, educational equity, and support for diverse student populations.

## EDUCATION

---

**Columbia University, Teachers College**

*M.A., Developmental Psychology*

**New York, NY**

June 2022

**University of California, Los Angeles (UCLA)**

*B.A., Sociology*

**Los Angeles, CA**

June 2016