# Pablo Expósito Campos, PhD

Quantitative Researcher | Survey Design & Analysis

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## Summary

Quantitative researcher with a PhD in Psychology and 5+ years of experience turning research questions into rigorous studies. Now in client-facing market research, with **40+ quantitative and UX studies** delivered end to end in under a year. Combines PhD-level training in research design and statistics with the pace and pragmatism of applied research, a strong focus on data quality, and clear, decision-ready reporting.

## Work experience

**Research Executive** Jan 2026 – Present

*We are testers, Bilbao, Spain*

- Owned **40+ quantitative and UX studies** end to end, from scoping client objectives and designing questionnaires to programming, fieldwork, analysis, and final presentation.
- Ran up to **8 studies in parallel** for banking, insurance, and retail clients under tight deadlines.
- Designed screeners, quotas, and layered fraud and attention controls so every dataset is reliable before analysis, and developed KPIs to monitor panel performance.
- Contributed to synthetic data development and evaluation, and introduced new redemption and fraud-control tools for the company's proprietary panel.

**Research Scientist** May 2021 – Jan 2026

*University of the Basque Country, Spain, and York University, Canada*

- Led **5 quantitative and mixed-methods projects** end to end, including a **€100,000** competitively funded project.
- Analyzed datasets of **950+ participants**, resulting in **20 peer-reviewed articles (14 as first author)** and a co-authored book.
- Co-designed a national research database, defining its structure and validation rules for multicenter data collection.
- Contributed evidence to an official Basque Government healthcare protocol, working with clinical teams and public bodies.
- Gave **20+ international presentations** and taught university courses to **200+ students** (4.9/5 rating).

## Skills

**Research design:** Questionnaire design (question wording, response scales, survey logic), sampling strategies, quota management, mixed methods, systematic reviews.

**Fieldwork and data quality:** Online panels and sample providers, respondent screening, fraud prevention, attention checks, data cleaning, and validation.

**Analysis:** Excel, R, and SPSS, from cross-tabulations and segmentation to weighting and statistical modeling.

**Reporting:** Data visualization, client presentations, and scientific and technical writing in English.

**Currently developing:** Python, SQL, Tableau, Power BI, and AI-assisted research and automation.

**Languages:** Spanish (native) and English (full professional proficiency).

## Education

**PhD in Psychology** *University of the Basque Country* 2025
International Mention, Cum Laude. Research stay at York University, Canada

**MSc in Health Psychology** *National University of Distance Education (UNED)* 2023

**MA in Philosophy of Science** *National University of Distance Education (UNED)* 2020

**MA in Gender Studies (Erasmus Mundus)** *University of Granada and Central European University* 2020

**BSc in Psychology** *University of Salamanca, with a one-year exchange at the University of Auckland* 2018
Extraordinary Degree Award

## Professional training

**Master in Artificial Intelligence** *BIG School* In progress

**Python for Data Science** *Data Science for Business* In progress

**Data Analytics Mastery (Excel, SQL, Tableau, Power BI)** *Data Science for Business* In progress

**UX/UI Design Bootcamp** *UXER School* 2026