

Cecilia Rabayda
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EDUCATION

2017-2021 **University of Virginia**, B.A. Global Public Health
GPA: 3.75/4.00, Magna cum laude
Programs: Global Studies Distinguished Major

RESEARCH INTERESTS

Behavior change, motivation, health communication, identity

RESEARCH EXPERIENCE

- 2024- **Research Assistant**, [Affirm Lab](#), Boston College School of Social Work
PI: Dr. Maggi Price
- Inductively coded interviews with psychotherapists to identify caregiver-related barriers and facilitators of gender-affirming care
 - Conducted user-testing sessions to iteratively refine a digital behavior change intervention for enhancing gender-affirming practices in schools
 - Developed and implemented a qualitative framework for analyzing user-testing data, based on academic usability literature
 - Redesigned lab website to optimize dissemination of research findings and promote the launch of training intervention
- 2021-2022 **Mental Health Research Fellow**, Girls Inc.
Advisor: Dr. Sharon Hoover, Co-Director of the National Center for School Mental Health (NCSMH)
- Authored academic manuscript on eating disorder (ED) literacy in schools, "[Youth eating disorders soared during COVID-19: Schools can help.](#)"
 - Conducted review of current literature, designed Qualtrics survey, analyzed data on educator trainings, and offered policy recommendations.
 - Wrote and designed advocacy toolkits for families and decision-makers to encourage ED literacy and support in school communities.
- 2021 **Capstone Thesis**, University of Virginia, Distinguished Global Studies Major
Advisor: Dr. Christopher Colvin
- Conducted a systematic literature review of disordered eating in low/middle income Southeast Asia using Boolean search terms across PubMed and Google Scholar databases.
 - Synthesized qualitative findings in a manuscript and presented to the faculty and students in the global health track.
- 2019 **Research Assistant**, Children's Hospital of Philadelphia
PI: Dr. Alix Timko
- Coded cognitive assessments, entered results into RedCap, and created a neuropsych database for clinical trials on youth anorexia.
 - Coded video analysis of participants' disordered eating behaviors.
 - Designed infographics to illustrate care pathway and onboarding process for participants of clinical study.

- 2019 **Final Project**, Design Thinking for Innovation Course, University of Virginia
- Conducted ethnographic interviews with staff at Women’s Center, Counseling and Psychological Services, and crisis hotline to understand and identify the unique needs of users trying to navigate resources while actively in-crisis.
 - Created Figma wireframes, empathy maps, and user-flow diagram for a mental health crisis-management mobile app.
 - Pitched concept to creative development class, including the Director for Technology Entrepreneurship at UVA Engineering.

PEER-REVIEWED PUBLICATIONS

Rabayda, C., Wei, A., Mulkern, P., Price, M., (in prep). Applying Behavior Change Techniques in Community-Informed Interventions: The Gender-Affirming Psychotherapy Training for Transgender Youth.

Rabayda, C, Hoover S. (2023) Youth Eating Disorders Soared during COVID-19: Schools Can Help. *Journal of School Health.* [DOI](#)

OTHER PUBLICATIONS

Rabayda, C. (2022). *Criminalization Is an Outdated Approach to the US Addiction Crisis.* Knowing Neurons. <https://knowingneurons.com/blog/2022/04/27/criminalization-is-an-outdated-approach-to-the-us-addiction-crisis/>

Rabayda, C. (2021). *How Parents and Teachers Can Support Young People during the COVID-19 Mental Health Crisis.* Girls Inc. <https://girlsinc.org/supporting-youth-during-covid19-mental-health-crisis/>

AWARDS

- 2018 **2nd Place, Caring for the Caregiver Hackathon**, Lindsay Institute
- Conducted interview with caregiving client and created affinity maps to identify the distinct needs of Hispanic family caregivers, our target demographic.
 - Designed wireframes using web software, Figma, for user onboarding process, various iconography, and pitch deck for presentation to judges panel.

PROFESSIONAL EXPERIENCE

- 2022- present **Freelance Designer**
- Designs science communication visuals, including presentation decks, infographics, logos, and websites for academic research labs
 - Develops unique and effective visual branding through website design for small local businesses in health and wellness
- 2021-present **Server, Backserver, Reservationist**, Giulia Restaurant
- Provides professional and warm service in a fast-paced and high-demand fine dining environment, with a high proficiency in Italian wine and cuisine
 - Collaborates with management to revise the online reservation system, track invoices, and create a new Excel inventory database.
 - Monitors restaurant activity to coordinate seating flow with servers, managers, bar team and kitchen.

- 2020-2021 **Head of Web Design**, Radical LLC
- Created landing page graphic for website relaunch and pitched new artistic directions throughout agency's internal rebranding process.
 - Designed wireframes for various client websites, maintaining brand continuity while communicating with web developers to implement new features.
- 2018-2021 **Call Operator and Volunteer Trainer**, Confidential Crisis Hotline
- Provided non-judgmental, non-directive, and empathetic support to callers on topics including mental illness, assault and abuse, sexuality and gender, addiction, grief, and suicidality.
 - Trained new volunteers on confidentiality, general crisis management, suicide and/or homicide lethality assessment, and assault and abuse intervention.

SKILLS

R, Python, Adobe Suite (Illustrator, Photoshop, InDesign, XD), Website Design (Figma, Canva, SquareSpace, Wix, WebFlow, WordPress), Microsoft Office (PowerPoint, Excel, Publisher)

INTERESTS

Science communication, podcasts, sociolinguistics, piano, The New Yorker crossword