

# Mouslim Cherkaoui, PhD

Senior UX Researcher

Product strategy | Causal inference | Behavioral modeling

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## SUMMARY

PhD-trained quantitative-leaning researcher who blends human insight with rigorous analytics to help teams build more trustworthy, effective, and user-centered AI/algorithmic product experiences

## EXPERIENCE



### Senior UX Researcher (Quantitative-leaning)

TikTok Shop, US Market | Sep '24 – Dec '25

- Led causal research across 10-20M monthly active US customers to test frequency-led growth assumptions; showed that churn drivers were invariant to prior purchase count, invalidating purchase-frequency strategies and redirecting investment toward product quality and trust.
- Identified four user segments with opposing value functions, demonstrating that low-cost acquisition optimizations reduced perceived value among high-life-time-value users; findings reshaped US marketplace positioning and growth priorities.
- Led mixed-methods research to define “good” recommended content and diagnose perceived content repetition, translating insights into algorithm updates and new content governance policies that improved recommendation quality and relevance.
- Informed the US-wide rollout of TikTok Shop Protections, directly addressing dominant trust-related churn drivers and enabling a strategic shift toward higher-quality sellers and products across the marketplace.
- Contributed research underpinning the launch of a Premium Buyer program for high-value users, supporting a material directional lift in repurchase behavior while maintaining marketplace-wide conversion.
- Operated as a senior IC partnering with product and recommendation teams to translate ambiguous behavioral findings into product, policy, and revenue decisions affecting millions of users.



### Lead Researcher and Behavioral Scientist

Perx Health (Digital Health Startup) | Jul '23 – Apr '24

- Led behavioral and quantitative research to test assumptions about motivation and adherence in a chronic-condition management app; identified early habit formation and perceived progress as primary drivers of sustained engagement.
- Designed experiments that disproved the effectiveness of generic engagement nudges, redirecting product investment toward personalized onboarding and habit-building mechanics.
- Served as primary research owner in a high-ambiguity startup environment, synthesizing qualitative, quantitative, and behavioral data, and behavioral design into decision frameworks used by executives to align product and business strategy.



### Digital Health Innovation Researcher [Intern]

Kaiser Permanente | May '22 – Sep '22

- Led exploratory and evaluative research on digital interventions for chronic pain, informing executive investment decisions and contributing to a strategic partnership with an external health-tech startup.
- Performed opportunity sizing and UX research across digital therapeutics, wearables, and behavioral engagement tools.



### Visiting Researcher [Kyoto, Japan]

Advanced Technology Research Institute | Jun '18 – Mar '21

- Conducted applied research using machine learning, reinforcement learning, and real-time neuroimaging to study learning and behavior, contributing to peer-reviewed publications and patent submissions.

## SKILLS

**Tools** Python, R, SQL, Tableau, SPSS, MATLAB, Qualtrics, Usertesting, Maze, Dovetail, DScout

**Methods** Experimentation, behavioral modeling, segmentation, surveys, log data, usability research, JBTD

## EDUCATION

**UCLA** University of California, Los Angeles | PhD Psychology / Computational Neuroscience

**UCL** University College London | MSc Cognitive Neuroscience | *Distinction (highest possible grade)*