

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)*