

RISHIKA AGGARWAL

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Behavioural researcher working on why intentions fail to become behavior. Three years of experimental research at UBC's Visual Cognition Lab, an MSc dissertation contributing an original model of practice under uncertainty, and two years applying behavioural diagnosis to operational problems in a commercial setting.

EDUCATION

London School of Economics and Political Science (LSE)

London, UK

MSc Societal and Environmental Psychology

Sep 2025 - Sep 2026

- Modules: Entrepreneurial Finance, Consumer Psychology for Sustainability, Societal and Environmental Psychology, Quantitative and Qualitative Methods for Social Psychology Research.
- Dissertation: Sustainability on the move: Pro-environmental practice and horizon security under chronic liminality.

The University of British Columbia (UBC)

Vancouver, Canada

BA Cognitive Systems (Cognition and Brain), Minor in International Relations

Sep 2019 - Aug 2023

- Relevant Modules: Environmental Psychology and Ethics, International Health, Applied Research in Behavioural Sciences.
- Academic Recognition: Credited in Dr Brandon Tomm's thesis, 'Psychological Consequences of Financial Scarcity', for insights on the challenges of reducing expenses versus increasing income.

PROFESSIONAL EXPERIENCE

UBC Visual Cognition Lab

Vancouver, Canada / Remote

Research Project Lead – Correlation Perception

Feb 2023 - Jan 2026

- Led data collection and experimental design for a correlation perception study across 300+ participants and 18+ conditions, using just-noticeable-difference discrimination and direct estimation.
- Designed and ran an independent 60+ participant study testing if perceived correlation remains invariant across changes in dot shape and opacity, by editing condition parameters in the lab's JavaScript experiment codebase.
- Recruited, onboarded and trained 9 research assistants and mentored 2 students through independent projects, while leading the team across 3 concurrent experimental conditions.
- Coordinated project timelines and objectives directly with the Principal Investigator and presented research findings to the lab twice yearly across three years.

Gaurav Impex

Mumbai, India

Procurement and Operations Associate

Sep 2023 - Aug 2025

- Diagnosed sales logistics delays as misaligned incentives, then designed feedback loops and OKR-style goal setting across a 12-person team, cutting order turnaround from one working day to two hours.
- Restructured supplier negotiations across a £1M portfolio using anchoring and loss-aversion framing, achieving a 5% cost reduction (approximately £40,000 per year).
- Rebalanced resource allocation across 3 functions using demand analysis on sales data, improving customer acquisition from a run-rate of 50-75 to 100+ over three months.

PROJECTS AND LEADERSHIP

LSE Specialist Projects x Practera: Sustainability

London, UK

Student Consultant

Feb 2026

- Co-authored a funding and positioning strategy for EWCPA, a Kenyan NGO supporting imprisoned mothers and their children, benchmarking it against 4 peers, mapping 12+ named funders across four channels, and flagging a PBO Act compliance risk to its international funding eligibility.

SKILLS AND ADDITIONAL INFORMATION

Skills: R, Python, SPSS, JavaScript, Advanced Excel (VLOOKUP, Pivot Tables, Regression Analysis), Qualtrics.

Certificates: CFA Level 1 Candidate (Feb 2027), BCG - Climate & Sustainability Job Simulation (Forage), Bloomberg Market Concepts, Bloomberg Finance Fundamentals.

Languages: English (fluent), Hindi (native), Marathi (fluent), Spanish (B1).

Interests: Learning ASL, making the perfect banana bread, badminton, learning about neuroplasticity, crocheting.

Volunteering: Head of sanitary pad production and education initiative, content writing for preteen education.