



# DR. ASHA BAUER

PSYCHOLOGIST. COACH. LEADER.

## PROFILE

As a thought leader with a background in clinical psychology, I am passionate about exploring the intersection between technology and social well-being, and advocating for empathy-driven development and ethical behavior change design.

## CONTACT

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Oakland, CA 94612

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## SKILLS

Presentation Skills

Survey Design

User Interviewing

Content Creation

Data Analysis (SPSS)

Professional & Creative Writing

Project Management

## CERTIFICATIONS

UX Research 1 Month Intensive  
DesignLab (2019)

UX Research 1 Day Bootcamp  
General Assembly (2019)

Agile Fundamentals Course (2019)

Licensed Psychologist (PSY29630)

## WORK EXPERIENCE

### DIRECTOR OF CLINICAL CARE

2020 - PRESENT · BETTERUP

- Building and scaling coaching programs for stress reduction, burnout recovery, and resilience training
- Training world class mental wellbeing coaches in evidence-based interventions, tools, and practices
- Collaborating cross functionally to ensure the highest level of care delivery to a global audience

### PROJECT DIRECTOR

2018 - PRESENT · NATIONAL CENTER FOR PTSD

- Led the research strategy and project management for a multi-site clinical trial, evaluating web-based and telehealth delivery of evidence-based interventions for PTSD
- Mentored and trained an interdisciplinary team of clinicians, technicians, and research assistants

### LEAD COACH

2017 - 2018 · NATIONAL CENTER FOR PTSD

- Led the implementation efforts for a web-based coaching platform (webSTAIR), aimed to increase access to mental health services for rural veterans. Helped to establish the program at 16 sites nationwide
- Development of trainings and presentations for multidisciplinary audiences
- First author on initial dissemination of a mixed methods study demonstrating the efficacy of the program

## EDUCATION

### BARNARD COLLEGE OF COLUMBIA UNIVERSITY

B.A. In Psychology, Minor in English (2009)

Magna Cum Laude

### INDIANA STATE UNIVERSITY

M.S. in Psychology (2013)

Psy.D. in Clinical Psychology (2016)