

# HELEN SHWE HADANI



PH.D.

## SUMMARY

Entrepreneurial research psychologist with a proven history of directing research programs and education strategy looking to apply her knowledge and experience to design and evaluate products and environments that promote children's creativity, inquiry, and exploration.

## EXPERTISE



CREATIVITY DEVELOPMENT  
EARLY CHILDHOOD EDUCATION  
PROGRAM MANAGEMENT  
PLAYFUL LEARNING  
CURRICULUM DEVELOPMENT  
MANAGING DIVERSE TEAMS  
STEM EDUCATION  
INFORMAL LEARNING ENVIRONMENTS  
TEACHER TRAINING  
PRODUCT DESIGN  
USER EXPERIENCE RESEARCH  
PUBLIC SPEAKING



## PROFESSIONAL EXPERIENCE

### DIRECTOR OF RESEARCH

2017 – PRESENT

CENTER FOR CHILDHOOD CREATIVITY, Sausalito, California

*The Center for Childhood Creativity (CCC)—the research and advisory division of the Bay Area Discovery Museum—provides advisory services and develops resources for organizations seeking evidence-based expertise in children's creativity development and early childhood education.*

- Direct research initiatives at the CCC by authoring comprehensive research papers related to children's learning and cognition.
- Speak at national and international conferences as an expert on creativity, playful learning, and STEM education.
- Lead advisory work for the CCC's consulting practice with media and toy companies.
- Develop strategic partnerships with researchers and industry influencers to establish the CCC as a thought leader in child development and early childhood education.

### HEAD OF RESEARCH

2015 – 2017

CENTER FOR CHILDHOOD CREATIVITY, Sausalito, California

### ASSOCIATE DIRECTOR OF RESEARCH

2014 – 2015

CENTER FOR CHILDHOOD CREATIVITY, Sausalito, California

### LEAD RESEARCH STRATEGIST

2012 – 2014

CENTER FOR CHILDHOOD CREATIVITY, Sausalito, California

### OWNER AND GENERAL MANAGER

2009 – 2012

LANGO DAVIS, Davis, California

- Successfully led education-based business from start-up to sustainable profitability with margins exceeding 15% and positively impacting more than 500 preschool and elementary age children in the Sacramento area.
- Managed all operations of Lango Davis, a foreign language program which offers classes to children in an immersion-based setting.

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## FOUNDER AND MANAGING DIRECTOR TAI CHI KIDS, Hong Kong, China

2001 – 2003

- Established and managed TAI CHI KIDS, an organization that developed education, training, and wellness programs for children based on the traditional martial art of Tai Chi.
- Created the Xiao Hai method, a Tai Chi program for children based on the Yang style of Tai Chi.

## RESEARCH AND DESIGN CONSULTANT MULTIMEDIA INNOVATION CENTRE, Hong Kong Polytechnic University

2001 – 2002

- Developed a proposal for establishing The Hong Kong Children's Play and Learning Lab, a testing and research center that provides product testing and toy certification services, academic and training programs, and market research services.

## LEAPFROG, Emeryville, California

2001

- Architected a user experience research program to gather feedback from children and parents on current and emerging products.
- Established standardized research procedures including testing schedule, data collection methods, and study documents.

## DIRECTOR OF DEVELOPMENTAL RESEARCH LEGO LAB SAN MATEO, San Mateo, California

2000

- Developed and managed LEGO Lab's Child Research Program and worked with all age segments in the LEGO Company to standardize and improve child research procedures.
- Provided child development and user study expertise to various project teams designing technology toys for children.

## ZOWIE ENTERTAINMENT, INC., San Mateo, California

1998 – 2000

*Zowie Entertainment resulted in a successful liquidity event through a sale to LEGO, with the Zowie team and products being absorbed to become LEGO Lab San Mateo.*

- Established and managed Zowie's Child Studies Program and contributed to all phases of product development by designing and conducting research studies, presenting design recommendations, and highlighting current child development issues.

## RESEARCH CONSULTANT INTERVAL RESEARCH CORPORATION, Palo Alto, California

1997 – 1998

- Assisted in the design and implementation of user experience research for projects investigating a wide range of basic technological innovations.

## USABILITY RESEARCH CONSULTANT APPLE, Cupertino, California

1996 – 1997

- Conducted user experience research on mobile technology products with children and adults.

## HASBRO INTERACTIVE, Palo Alto, California

1995 – 1996

- Established child testing program that integrated observations of children interacting with CD-ROM games into the development of software titles for preschoolers.



## ADVISORY BOARDS

### 2018 – present

Goddard School's Education Advisory Board  
Goddard Systems, Inc.

### 2017 – present

LEGO Foundation Creativity Advisory Board  
The LEGO Foundation

### 2016 – 2018

Nick Jr. Content and Curriculum Advisory Board  
Nickelodeon



## TEACHING EXPERIENCE

### LECTURER

2005 – 2008

UNIVERSITY OF CALIFORNIA AT DAVIS, Davis, California

Taught undergraduate courses on early childhood development and cognitive development.

SAN FRANCISCO STATE UNIVERSITY, San Francisco, California

2004

Taught undergraduate course on cognitive development in the department of Psychology.



## PUBLICATIONS

**Shwe, H. I.** & Markman, E. M. (1997). Young children's appreciation of the mental impact of their communicative signals. *Developmental Psychology*, 33(4), 630-636.

**Hadani, H.**, Kahle, S., & Miller, J. (2013). [White paper]. *Shared discoveries: Positive parent-child relationships and child development*. Retrieved from <http://centerforchildhoodcreativity.org/research/published/>

**Hadani, H.** & Jaeger, G. J. (2015). [White paper]. *Inspiring a Generation to Create: Critical components of creativity in children*. Retrieved from <http://centerforchildhoodcreativity.org/research/published/>

**Hadani, H.** & Rood, E. (2016). [White paper]. *Reimagining school readiness: A position paper with key findings*. Retrieved from <http://centerforchildhoodcreativity.org/research/published/>

**Hadani, H.** & Walker, C. M. (2016). Research and museum partnerships: Key components of successful collaboration. In Jennifer Jipson & Dave Sobel (Eds.), *Relating research and practice: Cognitive development in museum settings*. Psychology Press.

**Hadani, H.** & Rood, E. (2018). [White paper]. *The Roots of STEM success: Changing early learning experiences to build lifelong thinking skills*. Retrieved from <http://centerforchildhoodcreativity.org/research/published/>



## CONFERENCE PRESENTATIONS

### SYMPOSIUM ON CREATIVE PLAY IN CLASSROOMS

November 2018

TUNG WAH COLLEGE, Hong Kong

Plenary Session – *CREATE: Designing Learning Experiences that Boost Creative Problem Solving*

### P21 PATTERNS OF INNOVATION

March 2018

Napa, CA

Paper Presentation – *STEMs of Success: Six Key Findings for Rethinking STEM Learning*

### SACRAMENTO PLAY SUMMIT

September 2017

Sacramento, CA

Keynote Address – *Reimagining School Readiness: Early Learning in the 21st Century*

### SOCIETY FOR RESEARCH ON CHILD DEVELOPMENT

April 2017

Austin, TX

Panel Session – *Beyond Academia: Applied Careers for Developmental Research Psychologists*

### SXSWEDU

March 2016

Austin, TX

Panel Session – *Inspiring Little Learners to Become Big Thinkers*

### LEARNING & THE BRAIN

April 2016

Orlando, FL

Keynote Address – *Inspiring a Generation to Create: 7 Components of Creativity in Children*

### COGNITIVE DEVELOPMENT SOCIETY

October 2015

Columbus, OH

Panel Session – *Research and Museum Partnerships*



## EDUCATION

### PH.D., STANFORD UNIVERSITY

1993-1998

Department of Psychology

Advisor: Ellen Markman

Dissertation: *Gricean Pragmatics in Preschoolers: Young Children's Understanding of Sarcasm and Irony*

### B.A., UNIVERSITY OF ROCHESTER

1989-1993

*Department of Cognitive Science, Summa cum laude (with departmental honors and highest distinction)*

Advisor: Richard Aslin