

# ANDREA PELLEGRINI

andrea.n.pellegrini@gmail.com | [andrapellegrini.info](http://andrapellegrini.info) | Champaign, Illinois

## EDUCATION

- Expected May 2026 **University of Illinois Urbana-Champaign**  
**PhD, Educational Psychology (Cognitive Science of Teaching & Learning)**  
*Dissertation in progress: Goal-framing & Visualizations to Support Interest, Engagement, and Self-Regulated Learning in Financial Education*  
Advisors: Dr. H Chad Lane & Dr. Robb Lindgren
- 2012 **University of Illinois Urbana-Champaign**  
**EdM, Human Resource Development**  
Certificate in Business Administration, May 2011  
Fabac-Tomlinson Award Recipient
- 2008 **University of Illinois Urbana-Champaign**  
**BS, Psychology**
- 2006 **Richland Community College**  
**AA, Psychology**

## RESEARCH INTERESTS

Financial literacy & decision-making, cognitive science in financial education, visualizations for education including self-regulated learning, instructional design & user experience, program assessment & evaluation

## PROFESSIONAL EXPERIENCE

- 2011–Present **University of Illinois System**  
*Assistant Director, University Bursar, Student Money Management Center*
- Provide strategic leadership for financial education across University of Illinois System (Urbana, Chicago, Springfield), targeting ~101,000 students, their families, employees, alumni, & community members.
  - Design and implement IRB-approved empirical research studies on financial education effectiveness using experimental and quasi-experimental methodologies
  - Conduct quantitative and qualitative needs assessments using surveys, focus groups, interviews, observations, and quantitative data analysis (Excel, R, Tableau, etc.)
  - Create and manage University of Illinois Financial Literacy Badges Program connecting over 20,000 participants internationally since 2014
  - Supervise up to 16 staff and interns per semester; collectively supervised over 150 undergraduate and graduate student interns and employees
  - Recruit and collaborate with external partners (e.g., US Securities & Exchange Commission, Illinois Lt. Governor's Office, Illinois Department of Financial & Professional Regulation) on educational outreach efforts targeting consumers across the state of Illinois
  - Oversaw analysis of performance for DialogueFlow-based chatbot on University Bursar's website between 2020-2024
  - Recruited to the BursarBot implementation team to consult with internal stakeholders on how to train and test an AI-based chatbot before adding it to University Bursar's website in 2025

- 2019–2021 **Higher Education Financial Wellness Alliance**  
*Director of New Initiatives*
- Served on HEFWA Directorate (board) overseeing strategic development initiatives
  - Designed, implemented, and managed inaugural Alliance Coaching Experience, a year-long structured mentoring program for financial wellness professionals
- 2010–2011 **University of Illinois System**  
*Money Management Mentor, Student Money Management Center*
- Designed, coordinated, and facilitated financial education interventions
- May–July 2011 **University of Illinois Urbana-Champaign**  
*Research Assistant, College of Education*
- Assisted in curriculum development for undergraduate course on digital game-based learning environments
- 2009–2011 **Prairie Center Health System**  
*Substance Abuse Treatment Technician*
- Coordinated services for outpatient and inpatient substance abuse treatment
- 2009 **Pavilion Behavioral Health System**  
*Mental Health Technician*
- Coordinated client care and participated in team-oriented crisis intervention
  - Facilitated group sessions and life skills training for adolescents

#### **EDUCATIONAL OUTREACH, TEACHING AND CURRICULUM DEVELOPMENT**

- Created 5 courses in Moodle Learning Management System, that align with the U.S. Department of Treasury’s financial core competencies (i.e., Borrow, Earn, Protect, Save, & Spend), including the development and maintenance of 35+ online educational modules on student loans, investing, credit, budgeting, compound interest, taxes, and other topics relevant to personal finance
- Trained and supervised 150+ graduate & undergraduate student interns and employees in data analysis, marketing communications, and financial education focused on experiential learning
- Developed & delivered financial education for undergraduate and graduate populations in-person and virtually (synchronously and asynchronously) across three universities (2011–Present)
- Coordinated and co-facilitated statewide webinar series (2013–Present) reaching hundreds of live participants annually and thousands through asynchronous recording uploads to YouTube
- Co-host Making Cents of Money, an audio podcast with over 100 episodes produced for financial education through a partnership between Illinois Department of Financial & Professional Regulation (IDFPR) and University of Illinois System’s Student Money Management Center (2020–Present)
- Mentored undergraduate students through the Illinois Leadership Center certificate program (2011–2021)

#### **RESEARCH & PROGRAM EVALUATION**

- Led data analysis projects for student interns analyzing a variety of data types implementing data mining and machine learning techniques (2012–Present), including:
  - Analyzed participation patterns in Financial Literacy Badges Program using student account activity and demographics data combined with activity in Moodle (Spring 2020)

- Evaluated effectiveness of educational interventions around finance charges for pilot program targeting UIC students using data mining processes (Fall 2019)
- Conducted needs assessment using enrollment, financial, and demographics data for past due students (2016-2017)
- Created an AI-enabled chatbot to conduct qualitative interviews using Python building off research by Geiecke & Jaravel (2024) as part of mixed methods dissertation study (2025)
- Evaluated multi-year student loan education effectiveness with embedded visualizations vs disconnected visualizations using administrative data and survey responses across several intervention periods (2018-2023)
- Conducted analyses of UISAVES outreach, including savings competition participation (2012-2021)
- Analyzed 5-year outcomes of financial literacy requirement for past due students, finding no consistent improvement in payment behavior (2010-2015)

### PROFESSIONAL SERVICE

2020—Present	System Office Wellness Committee <i>University of Illinois System</i>	Provided financial wellness expertise
2019—Present	IT Accessibility Liaison <i>University of Illinois Urbana-Champaign</i>	Support accessibility efforts for my unit
2021—Present	Cybersecurity Champion <i>University of Illinois System</i>	Encourage cybersecurity best practices
2023	Manuscript Reviewer <i>Journal of Financial Counseling and Planning</i>	Recruited to review paper on financial socialization

### PUBLICATIONS

- Pellegrini, A., & Beckler, K. (2025).** Making financial education accessible through cross-sector partnership: A podcast case study. In A. Betz-Hamilton (Ed.), *2025 AFCPE Symposium Proceedings*. AFCPE.
- Pellegrini, A. (2024).** Review: 2D visualizations to support engagement, interest, and self-regulated learning in financial education. In A. Betz-Harlton (Ed.), *2024 AFCPE Symposium Proceedings* (pp. 171–189). AFCPE.
- Pellegrini, A. (2023).** Exploratory study on use of visualizations in informal student loan borrower education. In A. Betz-Harlton (Ed.), *2023 AFCPE Symposium Proceedings* (pp. 30–41). AFCPE.
- Pellegrini, A., Nalubega-Booker, K., & Hoyle, M. (2021).** Familial roles and financial habits of international students studying in the United States. In A. Betz-Harlton (Ed.), *2021 AFCPE Symposium Proceedings* (pp. 160–178). AFCPE.
- Pellegrini, A., & Shroyer, J. (2012).** A clear path to payment. *Business Officer Magazine*.
- Perry, C., Jasper, I., **Pellegrini, A.**, Alban, K., & Huffman, W. (2012). Financial literacy on campus: Raising awareness, creating and developing programs, and improving effectiveness [White paper]. COHEAO.

### CONFERENCE PRESENTATIONS AND INVITED SPEAKER EVENTS

- Pellegrini, A. (2025, November 18–20).** Making financial education accessible through cross-sector partnership: A podcast case study [Virtual presentation]. AFCPE Research & Training Symposium, Phoenix-Glendale, AZ, United States.

- Pellegrini, A.** (2025, November 18–20). Shifts in student loan education over 5+ years for 1 program [Poster presentation]. AFCPE Research & Training Symposium, Phoenix-Glendale, AZ, United States.
- Pellegrini, A., & Beckler, K.** (2025, November 18–20). Making financial education accessible through cross-sector partnership: A podcast case study [Virtual conference presentation]. AFCPE Research & Training Symposium, Phoenix-Glendale, AZ, United States.
- Burcham, L., Hernandez, C. A., Smith, S., & **Pellegrini, A.** (2022, July 17–19). Tackling tough topics: Taxes & investing. Higher Education Financial Wellness Summit, Knoxville, TN.
- Pellegrini, A., & Hoyle, M.** (2021, November 15–19). Familial roles and financial habits of international students studying in the United States. AFCPE Research & Training Symposium, Virtual.
- Pellegrini, A., Conway, C., Kaus, J., Goebel, P., Smith, S., & Cowherd, H.** (2020, July 20–22). Two heads are better than one: Creating a meaningful mentoring experience. Higher Education Financial Wellness Summit, Virtual.
- Pellegrini, A.** (2019, November 19–21). International students & financial well-being: Implications for education & outreach [Poster presentation]. AFCPE Research & Training Symposium, Portland, OR.
- Pellegrini, A.** (2019, July 14–16). International students & financial well-being: Implications for education & outreach. Higher Education Financial Wellness Summit, Bloomington, IN.
- Rome, M., **Pellegrini, A., Hartman, J., & Ho, L.** (2019, April 3–5). 20 tips for effective integration of interns. University of Illinois WebCon, Champaign, IL.
- Uhlman, C., & **Pellegrini, A.** (2019, March 23–25). Are you reaching Gen Z? Understanding and engaging with iGeneration. Annual Conference on Financial Education, Denver, CO.
- Pellegrini, A.** (2018, July 15–17). Utilizing academic internships: Making the case for non-finance majors. Higher Education Financial Wellness Summit, Portland, OR.
- Pellegrini, A.** (2017, November 15–17). Using gamification (digital badges) to structure financial education programming across a university system [Poster presentation]. AFCPE Research & Training Symposium, San Diego, CA.
- Pellegrini, A.** (2017, July 21). Using gamification (digital badges) to structure financial education programming across a university system. College Changes Everything, Tinley Park, IL.
- Ferguson, L., **Pellegrini, A., & Sweedler, K.** (2017, July 29–August 1). Motivating and encouraging individuals to save. Higher Education Financial Wellness Summit, Minneapolis-St. Paul, MN.
- Wilson, S., Sheehy, J., Schott, J., McElwee-Roach, C., **Pellegrini, A., & Blondin, M.** (2017, July 29–August 1). Marketing your program: From logo to promo [Pre-conference workshop]. Higher Education Financial Wellness Summit, Minneapolis-St. Paul, MN.
- Pellegrini, A., & Sweedler, K.** (2016, June 15–17). Using gamification (digital badges) to structure financial education programming across a university system. National Summit on Collegiate Financial Wellness, Columbus, OH.
- McMillan, M., Harrington, C., Holthaus, G., House, A., Monday, E., **Pellegrini, A., Pierson, J., & Tallman, B.** (2016, June 15–17). A dialogue to identify practitioner research concerns [Pre-conference workshop]. National Summit on Collegiate Financial Wellness, Columbus, OH.
- McMillan, M., Drabik, B., Brooks, M., Cohen, M., **Pellegrini, A., & Goebel, P.** (2016, June 15–17). The start-up institute [Pre-conference workshop]. National Summit on Collegiate Financial Wellness, Columbus, OH.
- Ferguson, L., Boylan, D., **Pellegrini, A., Johnson, N., Villa, C., & Bradley, L.** (2015, December 15). America Saves Week 2016—Academic institutions [Webinar]. Consumer Federation of America.

- Pellegrini, A.** (2014, October 26–29). Default & financial literacy. MN Collections Network Mega Conference XXII, Bloomington, MN.
- Pellegrini, A.** (2014, May 7–8). Financial literacy—maximizing efforts on campus. KASRO Conference, Barren River State Resort Park, KY.
- Pellegrini, A.** (2014, April 14–15). Financial literacy—maximizing efforts on campus. WASBOPA Conference, Wisconsin Dells, WI.
- Pellegrini, A., & Sharp, R.** (2013, July 13–17). Student financial literacy strategies that work. NACUBO Annual Meeting, Indianapolis, IN.
- Pellegrini, A., & Shroyer, J.** (2013, October 30–31). Six strategies of communication to increase tuition payment and student retention. Scaling Up Conference, Bloomington, IL.
- Pellegrini, A., & Earnst, N.** (2013, September 24). Financial literacy panel. ISLA Annual Conference, Lisle, IL.
- Pellegrini, A., & Shroyer, J.** (2013, July 11). Six strategies of communication to increase tuition payment and student retention. College Changes Everything Conference, Tinley Park, IL.
- Pellegrini, A., & Hernandez, C.** (2013, March 21–23). A Web 2.0 approach to college retention: Using social media & financial education to promote degree completion. Education Policy Institute International Forum on Education & the Economy, Orlando, FL.
- Sweedler, K., **Pellegrini, A.**, Barany, G., & Shockey, S. (2012, November 8). America Saves webinar: Using competition to motivate college students to save [Webinar]. Consumer Federation of America.
- Sweedler, K., **Pellegrini, A.**, & Frizzell, T. (2012, November 14–16). Going beyond sports competition: College campuses compete [Poster presentation]. AFCPE National Conference, St. Louis, MO.
- Pellegrini, A., & Flink, J.** (2012, July 22–25). Beyond the piggy bank: A new approach to financial literacy on campus. NASFAA National Conference, Chicago, IL.

## **CERTIFICATIONS AND PROFESSIONAL TRAINING**

Personal Financial Management Certification (CPFM), Inceptia, 2015

Google Data Analytics Certificate, Coursera, 2023

UX Design and Prototyping for Educators Certificate, Adobe Education, 2018

IRB Core Training, CITI Program, 2023 (current through February 2026)

*Other certifications and training available on LinkedIn profile.*

## **SKILLS**

**Research & Data Analysis:** Excel, Tableau, R Studio, SQL, quantitative and qualitative research methods, experimental design, IRB protocols

**Educational Technology:** Learning management systems (Moodle, Canvas), instructional design, UX design, e-learning development, gamification, assessment design

**Design & Multimedia:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Creative Cloud & Spark), Canva, Procreate, visual & graphic design, video editing, pre-processing podcast production

**Financial Education:** Personal finance content expertise, student loan education, behavioral economics applications, financial wellness programming, podcasts, webinars

**Leadership & Management:** Strategic planning, budget management, team supervision, project management, cross-institutional and cross-sector collaboration

## REFERENCES

**Dr. Robb Lindgren**, Professor

Educational Psychology & Curriculum & Instruction, College of Education, University of Illinois Urbana-Champaign

[robblind@illinois.edu](mailto:robblind@illinois.edu)

**Dr. H Chad Lane**, Professor, Associate Chair, & Affiliate Faculty

Educational Psychology, College of Education; Computer Science, Grainger College of Engineering, University of Illinois Urbana-Champaign

[hclane@illinois.edu](mailto:hclane@illinois.edu)

**Joseph Shroyer**, Senior Director

University Bursar, University of Illinois System

[jshroyer@uillinois.edu](mailto:jshroyer@uillinois.edu)

**Kathryn Sweedler**, VITA (Volunteer Income Tax Assistance) Site Coordinator

Gies College of Business, University of Illinois Urbana-Champaign

[sweedler@illinois.edu](mailto:sweedler@illinois.edu)

**Dr. Beth Hoag**, Director of Assessment and Planning

Student Affairs, University of Illinois Urbana-Champaign

[beth.hoag@gmail.com](mailto:beth.hoag@gmail.com)

**Nikki Giancola-Shanks**, Policy Director

Office of Illinois Lt. Governor Juliana Stratton

[nikki.giancolashanks@illinois.gov](mailto:nikki.giancolashanks@illinois.gov)

**Kimber Beckler**, Deputy Director

Illinois Department of Financial & Professional Regulation

[kimber.beckler@illinois.gov](mailto:kimber.beckler@illinois.gov)

**Dr. Kendra Nalubega-Booker**, Learning Experience Designer

Apple

[zamnalubega@gmail.com](mailto:zamnalubega@gmail.com)

**Camaya Wallace Bechard, PhD**, Assistant Director, Diversity, Equity, Inclusion, & Access

Extension, College of Agricultural, Consumer & Environmental Sciences, University of Illinois Urbana-Champaign

[cawb17@illinois.edu](mailto:cawb17@illinois.edu)