

Allan Lam

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SUMMARY

A data-driven researcher and analyst with a PhD in Experimental Psychology and a specialization in Computational Social Science. I provide quantitative support and a strategic perspective to partners by leveraging expertise in experimental design, statistical analysis, and data-driven storytelling to generate actionable insights for product development. My experience spans computational social science, UX R&D in the toy industry, and legal research. I excel at translating intricate research findings into compelling data narratives that inform product strategy and solve complex problems. My work is distinguished by a human-centered focus and the ability to apply rigorous methodology to real-world challenges.

SKILLS

- **Technical:** SQL, R, Python, A/B Testing, Experimental Design, Statistical Analysis (ROC, NHST, GLMs), Data Visualization (ggplot2, Tableau), Data Aggregation, Git
 - **Research & Analysis:** User Research (Qualtrics), Market Research, Quantitative & Qualitative Analysis, Critical Thinking, Scientific Writing, Problem Solving
 - **Interpersonal:** Cross-functional Collaboration, Technical Communication, Data Presentation, Client Communication, Project Management, Mentoring
 - **Language:** English (Native), Chinese (Native)
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EXPERIENCE

UX R&D Research Intern | TC Plastic Manufactory Limited | Hong Kong June 2024 – September 2024

- Analyzed customer satisfaction scores and market trends to identify key areas for product innovation, informing a new product design roadmap and defining success metrics for three major product lines (action figure, RC, preschool).
- Translated qualitative data into actionable insights by performing data visualization in R, leading to a 10% increase in interactive features for the 2025 new products proposal.
- Provided data-driven insights to Product and Engineering partners to guide the design and prototyping process for 10 new products, resulting in 6 of them being selected for mass production.
- Outlined new e-commerce promotion strategies based on analysis of user behavior data, boosting average online ratings by 0.3 stars (5-star scale) within the first quarter after implementation.

PhD Candidate | Wixted Memory Lab UCSD | La Jolla, CA September 2021 – Present (Hybrid)

- Developed data aggregation and analysis pipelines to execute multiple series of A/B-style experimental designs, contributing to new scientific evidence that was used in a successful exoneration case (Miguel Solorio). This demonstrates my ability to handle large, complex datasets and produce meaningful, real-world results.
- Translated intricate research findings into clear, compelling data narratives to present to diverse audiences, including at 2 national conferences and to over 100 students, and scientific writings published in peer-reviewed journals.
- Mentored three junior honors researchers from project inception to completion of their thesis paper, one of whom secured a competitive research fellowship, while providing guidance on experimental methodologies and data analysis techniques.

Paralegal | Zhang & Zhang Law Office | Anaheim, CA September 2021 – June 2022

- Conducted data analysis across social media platforms to inform marketing strategy, enhancing client outreach by 42%.
 - Designed document workflows for 200+ pages of legal documents, increasing productivity by 20%.
 - Provided in-person translation during USCIS interviews, resulting in 3 successful immigration application cases.
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EDUCATION

University of California San Diego

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| • PhD, Experimental Psychology with Specialization in CSS | <u>Expected June 2026</u> |
| • MA, Experimental Psychology | <u>2022 – 2023</u> |
| • BS, Psychology (Cum Laude, Highest Distinction) | <u>2018 – 2021</u> |

Publications: [ORCID Profile](#)

Portfolio: [Git](#)

Certifications: [Google Data Analytics Certificate, Coursera 2025](#)