

# Allan Lam

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## SUMMARY

Ph.D. candidate in Experimental Psychology with a specialization in Computational Social Science (CSS) at UC San Diego. Experienced in designing and conducting user-focused behavioral research to support human-centered design. Skilled in experimental methods, usability testing, and behavioral data analysis using R, Qualtrics, etc. Proven ability to manage end-to-end research, from participant recruitment and study execution to statistical modeling and customer insights. Passionate about translating behavioral science into actionable UX research to improve products and user experiences.

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## EDUCATION

### University of California San Diego

*Ph.D., Experimental Psychology with Specialization in CSS*

**Expected 2026**

- **Awards:** Anderson Fellowship, Anderson Graduate Travel and Research Award
- **GPA:** 3.95

*MA, Experimental Psychology*

**September 2022 - September 2023**

- **Certification:** Workshop Series on Teaching and Mentoring in Psychology
- **GPA:** 3.93

*MA, BS, Psychology (Cum Laude, Highest Distinction)*

**August 2018 - June 2021**

- **Awards:** Psychology Honors Program, Research Perseverance During COVID Award
  - **GPA:** 3.86
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## EXPERIENCE

### Wixted Memory Lab, UCSD, La Jolla, CA

*PhD Candidate/ Research Assistant*

**September 2021 – Present**

- Designed and conducted controlled studies on decision-making and user memory performance
- Applied statistical techniques (ROC curves, GLMs, NHST) to analyze user behavior and perception
- Evaluated computational models to predict real-world decision accuracy and confidence
- Published articles in peer-reviewed journals; presented findings to academic audience at national conferences
- Coordinated large-scale in-person experiments, including participant recruitment and scheduling
- Instructed an undergraduate course (Summer 2025) and served as teaching assistant across nine undergraduate courses
- Mentored undergraduate honors and master's students in research and career development, including a mentee who secured a competitive research fellowship

### TC Plastic Manufactory Limited, Hong Kong

*UX Researcher Intern*

**June 2024 – September 2024**

- Conducted market and user research to analyze trends and preferences in toys, benchmarking against competitors
- Translated customer requirements and user appeal into viable product concepts and presented proposals to customers
- Supported end-to-end design process, including rapid prototyping of over 20 products
- Collaborated with cross-functional teams to iterate on user-centric designs with products selected for mass production
- Evaluated digital engagement and e-commerce trends to inform product positioning and promotional strategies

### O, Anaheim, CA

*Paralegal*

**September 2021 – June 2022**

- Improved client experience by designing streamlined document workflows for visa and legal services
  - Translated and interpreted during USCIS interviews to support effective communication
  - Created multilingual social content to increase service accessibility and engagement
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## PUBLICATIONS [ORCID Profile](#)

- *The Case of Confidence in Eyewitness Testimony* (2025)
- *The Effect of Lineup Size on Discriminability is Dependent on Filler Similarity and Independent of Encoding* (2024)
- *The Effects of Filler Similarity and Lineup Size on Eyewitness Identification* (2024)

## SKILLS

- **Research & Analysis:** R, ROC analysis, GLM, NHST, experimental design, human subjects research
- **UX Research:** UX Writing, Notion, Qualtrics, survey design, usability testing, behavioral prototyping
- **Technical:** Microsoft Office, JavaScript, MATLAB, Git, HTML, Figma
- **Soft Skills:** Scientific writing, cross-functional collaboration, teaching & mentorship

**PORTFOLIO** <https://github.com/AllanLitLam>