Allan Lam

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SUMMARY

UX Researcher with expertise in quantitative and qualitative data analysis. Ph.D. candidate in Experimental Psychology with a specialization in Computational Social Science (CSS) at UC San Diego. Experienced in A/B testing, large-scale data analysis, and research visualization. Led R&D and user insights for product development during a UX internship, contributing to products adopted by major retailers. Passionate about turning complex data into actionable insights and working across teams to support product development.

EDUCATION

University of California San Diego
PhD, Experimental Psychology with Specialization in CSS   **Expected 2026**
MA, Experimental Psychology   **2022 - 2023**
BS, Psychology (Cum Laude, Highest Distinction)   **2018 - 2021**
- **Awards**: Anderson Fellowship, Anderson Graduate Travel and Research Award, Psychology Honors Program, Research Perseverance During COVID Award

EXPERIENCE

TC Plastic Manufactory Limited, Hong Kong
UX Researcher Intern   **June 2024 – September 2024**
- Led UX research and R&D for preschool, remote-control vehicles, and action figure toy lines
- Created Scope of Work (SOW) with clear deliverables and timelines based on stakeholder meetings
- Conducted Customer Satisfaction Score analyses and trend analyses on successful products from competing brands
- Performed data visualization to translate these qualitative data using R and spreadsheets
- Presented identified patterns to stakeholders and recommended directions for new product development
- Supported the design team with data-driven insights to prototype ten products with six selected for mass production
- Outlined new e-commerce directions from data-driven insights to guide product promotion strategies

Wixted Memory Lab, UCSD, La Jolla, CA
PhD Candidate/ Research Assistant   **September 2021 – Present (Hybrid)**
- Supervised research assistants to collect in-person and online data for behavioral experiments (A/B testing)
- Performed data cleaning and statistical modeling on large datasets (1000+ observations) using R and MATLAB
- Translated complex data into simple data visualization for publications and presentations
- Presented data-driven theoretical findings in peer-reviewed journals and to academic audience at national conferences
- Taught data analysis methods across nine undergraduate courses as instructor (Summer 2025) and teaching assistant
- Mentored honors and master's students in research and career development, including mentees who secured a competitive research fellowship

Zhang & Zhang Law Office, Anaheim, CA
Paralegal   **September 2021 – June 2022**
- Designed streamlined document workflows for visa and legal services that improved client services
- Provided in-person translation and interpretation during USCIS interviews
- Created multilingual social content to increase outreach and service accessibility
- Conducted data analysis on case documents and advised data-driven strategies to the legal team

SKILLS

- **UX Research:** A/B Testing, User Surveys, Competitive Analysis, Human Participants Recruiting (In-person & Online)
- **Data Analysis:** Data Cleaning, Pivot Tables, Query, Statistical Analysis (ROC, NHST, GLMs), Data Visualization
- **Technical:** Spreadsheets (Google, Excel), R, Qualtrics, Notion, Git, SQL, MATLAB, JavaScript, HTML
- **Soft Skills:** R&D, Scientific Writing, Clear Communication, Data Presentation, Cross-Functional Collaboration, Speed-Accuracy Balance, Conflict Resolution, Leadership, Teaching, Mentorship
- **Language:** English (Native), Chinese (Native)

PUBLICATIONS ORCID Profile
PORTFOLIO Git