

Bingling Wang

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PROFILE

Passionate market research professional with 2.5 years of experience in survey methodologies. Highly proficient in research and survey design, survey programming (Qualtrics), data analysis (Excel and R), and data visualization (PowerPoint and Power BI). Adept at translating research into actionable insights, collaborating with cross-functional teams, and thriving in fast-paced environments. Seeking to leverage my research, multitasking, communication, and organizational skills, as well as my enthusiasm for human behavior and decision-making, to manage and conduct impactful research in dynamic industries.

EXPERIENCE

Senior Research Associate | Hanover Research (Remote) Mar. 2023 - Present

- Manage survey quality control process for up to 10 concurrent projects per week, frequently communicating with project managers, research directors, and survey programmers
- Write and maintain R scripts that manipulate and summarize large datasets for custom surveys
- Test surveys for copy-editing, translations, logic, and structure, and fix identified issues in programming
- Review and optimize client-designed survey instruments, ensuring alignment with best practices and ethical considerations
- Mentor junior researchers during onboarding and as a project lead to ensure the quality of data and report deliverables

Research Associate | Hanover Research (Remote) Mar. 2022 - Feb. 2023

- Designed and programmed over 50 surveys with complex logic in Qualtrics, examining stakeholder preferences, behaviors, and attitudes in the education sectors
- Interpreted statistical testing results and identified trends in longitudinal data for over 30 survey projects
- Conducted data cleaning in Excel, including removing disqualified, speeding, low-quality, duplicate, and test responses
- Prepared client-ready data tabulation in Excel, PowerPoint reports, and Power BI dashboards with key findings and actionable recommendations for over 60 surveys
- Analyzed open-ended responses using thematic analysis and provided recommendations that inform strategic changes

Behavioral Sciences Intern | HCD Research Sep. - Dec. 2021

- Collaborated with IT and research teams to develop an Augmented Reality (AR) feature for consumer experience surveys on smartphones
- Tested user experience through a pilot study, using the AR feature to examine consumer perceptions of retail environments
- Developed moderator guides and interviewed 6 participants about their AR survey experiences on smartphones
- Presented findings and recommendations to department heads in Google Slides, leading to company-wide discussion of AR technology in future research projects

EDUCATION

University of Pennsylvania, GPA 4.0 Graduated Dec. 2021

Master of Behavioral and Decision Sciences

William & Mary, GPA 3.68 Graduated May 2020

Bachelor of Arts, Double Major in Psychological Science & Economics

SKILLS

Data Analysis and Visualization	Programming	Language
<ul style="list-style-type: none">- PowerPoint (Expert)- Excel (Proficient)- Power BI (Proficient)- Google Slides (Proficient)- Google Sheets (Proficient)	<ul style="list-style-type: none">- R (Proficient)- DAX (Proficient)- Python (Intermediate)- Javascript (Intermediate)	<ul style="list-style-type: none">- English (Expert)- Mandarin (Expert)- Cantonese (Intermediate)