

Keir Bui

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(437)-262-7020

Kelowna, BC

EDUCATION

University of British Columbia: Okanagan

Expected May. 2026

Kelowna, BC

- B.Sc. Honours in Psychology. Honours Thesis: “Long-Distance vs. Geographically Close Relationships: Openness Toward Consensual Non-monogamy”
Supervisor: Dr. Jan Cioe
- Minor in Data Science
- Cumulative average: 89.8%

RESEARCH EXPERIENCE

Honours Project

June. 2025 – Present

PSYO 490 – UBC Okanagan

Kelowna, BC

- Designed a quantitative study examining how relationship distance predicts openness toward consensual non-monogamy, bridging the gap between two under-represented relationship contexts.
- Preparing consent forms, study protocols, recruitment materials, and application form to successfully obtain approval for data collection from the Research Ethics Board.
- Created and deployed Qualtrics surveys for data collection, recruiting participants through the UBC Psychology Research Participation System and Reddit research forums.

The Social Interaction & Perception Lab

May. 2024 – Present

Research Assistant – UBC Okanagan

Kelowna, BC

- Facilitated 30+ online speed dating and first impression experiments, coordinating participant flow and troubleshooting technical issues.
- Transcribed and systematically coded 100+ dyadic conversations while ensuring data confidentiality.
- Streamlined data cleaning efficiency by 30% by developing and implementing Excel-VBA automation code to transform Word transcripts into tidy-data format.

Sleep Health Equity Engagement Project

May. 2025 – July. 2025

Translator – UBC Okanagan

Kelowna, BC

- Translated the Vietnamese version of Sleep Health Equity Survey under the double-translation and reconciliation protocol.
- Ensured semantic equivalence and culturally-sensitive phrasing for sexual, racial, and disability-related minorities.

Regression & Generalized Linear Model Project

Feb. 2025 – May. 2025

DATA 410 – UBC Okanagan

Kelowna, BC

- Led a 3-member team in applying advanced statistical modelling techniques in R to identify and quantify financial risk factors contributing to the rate of bankruptcy among 6,800 Taiwanese firms.
- Utilized Principal Component Analysis (PCA) for dimension reduction and data regularization methods like Least Absolute Shrinkage and Selection Operator (LASSO) and backward selection to improve interpretability and reduce multicollinearity.
- Produced a scientifically formatted R Markdown report with data visualizations, statistical summaries, and model interpretation.

AWARDS AND SCHOLARSHIP

- **International Major Entrance Scholarship** from UBC: \$80,000 CAD Sep. 2022 – Present
- **Outstanding International Student** from UBC: \$20,000 CAD Sep. 2022
- **International Scholar Award** from University of Toronto: \$100,000 CAD (Declined) Apr. 2022

WORK EXPERIENCE

UBC Okanagan – Student Learning Hub Sep. 2024 – Present
Subject Tutor Kelowna, BC

- Provided specialized one-on-one academic coaching and support for 8+ hours/week covering Statistics, Psychology, and Data Science courses.
- Tailored support strategies to 30+ diverse students to boost confidence, improve study habits, and develop problem-solving approaches.
- Engage in ongoing bi-weekly professional development workshops to enhance tutoring strategies and support students with academic integrity.

Business Consulting at Ernst & Young Jun. 2023 – Aug. 2023
Intern Hanoi, Vietnam

- Adapted a Knowledge, Skills, Abilities, Other (KSAO) career orientation model originally developed for the Singapore government to fit the Vietnamese labour context.
- Developed a zero-cost English–Vietnamese translation API using Python, integrating it into a large-scale Excel database for automated data processing.
- Revamped an interactive career orientation PowerPoint tailored for three industrial sectors.
- Delivered a presentation on the localized KSAO model at the Consulting Department’s monthly meeting, engaging employees, managers, and the managing partner.

CERTIFICATIONS & SKILLS

Statistical & Analytical Skills

- Psychometrics: ANOVA, MANOVA, Item Response Theory, Exploratory Factor Analysis, Structural Equation Modelling.
- Generalized Linear Models: Splines, Additive Modelling, Kernel Regression.
- Time Series Analysis and Forecasting: ARIMA, SARIMA.
- Machine Learning: Cross-validation and classification (Bagging, Boosting), Regularization (Ridge, LASSO), Dimension Reduction (PCA, Factor Analysis).

Technical Skills: R (RStudio), Python, SQL, Java, Microsoft Office, Canva.

Languages: English (Proficient), Vietnamese (Native).

Certifications: TCPS 2 (2022), Suicide Awareness & Intervention.