



SIRINAPA CHURASSAMEE

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Address available upon request

ABOUT ME

- Recently graduated from Chulalongkorn University in Social Psychology program with a thesis focusing on Emotion Regulation and Skin Conductance Response Analysis (Time Series & Magnitude data).
- Experienced in Human Attitudes, Persuasion, Human Behavior and Group Dynamics.
- Excel in advanced linear statistical models (i.e., Multi-levels Modelling).
- Looking for a position involves data driven goals to predict future product/business strategies and flexible working hours.

EDUCATION

2018 - 2021 • **M.A., Social Psychology**
Chulalongkorn University

2017 - 2018 • Completed 24 credits
towards M.A., in Counseling Psychology
Chulalongkorn university

2011 - 2014 • **B.S., Psychology**
Chulalongkorn University

EXPERIENCE

- Nov 2019 - Present** **Academic/non-academic Qualitative & Quantitative Research (freelance)**
- In-depth interviewing based on consumer psychological framework.
 - Create A/B alternative products for team members
 - Applying both linear and non-linear data analysis to predict future strategies.
 - (occasionally) assessing quantitative data (consumer age; weight; size of area) to create predicting models.
 - Conducting surveys to assess the tendency to purchase/repurchase the products.
 - Applying a cluster analysis to categorize shipping traffic strategies.
- Feb 2022 - Present** **Adjunct lecturer in Survey Design and Analysis**
- Total teaching hours: 30 hours
 - Teaching students to conduct a survey-based research (ie. creating items and design appropriate information)
 - Applying R program for Survey data Analysis (i.e., Data Cleaning, Mediation & Moderation Analysis)
- Faculty of Psychology, Chulalongkorn University*
- Aug - Dec 2021** **Adjunct lecturer in Experimental Design and Analysis**
- Total teaching hours: 60 hours
 - Teaching students how to conduct experimental research based on psychological theory
 - Applying R program for Experimental Data Analysis i.e., Chi-square, t-Test, ANOVA, ANCOVA, General linear modelling)
- Faculty of Psychology, Chulalongkorn University*

Aug 2017 – Dec 2019

Laboratory Instructor & Teaching Assistance

- Cognitive Psychology *Fall 2019*
- General Psychology *Spring 2018, Fall 2018*
- Psychology of Personality *Spring 2017*

Faculty of Psychology, Chulalongkorn University

Aug 2014 – Sep 2016

Sales Executive, Maikamfai Silk & Cotton

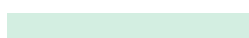
(a family business, heavily involving in the initial phase of launching business)

- Proposing models for business strategy.
- Managing and collaborating with members to assess customers' needs by in-depth interviewing.
- Proposing business approach into 1-tambon-1-product governmental campaign.
- Assisting other team members with product information.

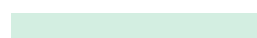
see <https://taemtakor.com/#portfolio>

SKILLS

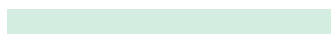
Qualitative Research



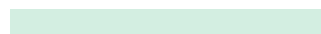
Critical Thinking



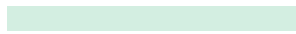
Quantitative Research



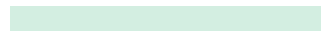
Conflict Management



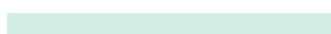
Statistics



Facilitation



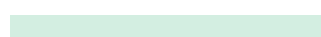
Business Modelling



Respectability



Accepting Feedback



LANGUAGES

Native in **Thai**

Excellent in **English** with **Toefl iBT 76 (2021)**, **CU-tep: 84 (2017)**, **Toeic: 840 (2015)**

Results upon request

COMPUTER SKILLS

Experienced in R Programming and Python for Statistical Analyses

Experienced in Excel, Word, and Qualtrics

RESEARCH

Churassamee, S. & Ariyabuddhiphongs, K., (2021). A Comparison of Emotion Regulation Strategies' Effectiveness Under Cognitive Fatigue. *Proceeding of the International Conference on Spirituality and Psychology*, Bangkok.

Churassamee, S., & Wungwol, T., (2014). Effects of Exposure to Visual Media on Attitudes Toward Gay Men. *Senior Project in Psychology from Chulalongkorn University*.

AWARD

The Best Research Paper Award ICSP2021 from *A Comparison of Emotion Regulation Strategies' Effectiveness Under Cognitive Fatigue* article.
