Bella Kang

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SUMMARY

Interdisciplinary behavioral researcher with experience across digital health intervention research, cross-cultural consumer analytics, and AI-mediated simulation design. Led behavioral programming serving **50+ international graduate students** monthly and improved advising efficiency by **~20%** through structured decision-support systems. Skilled in mixed-method research, regression modeling (R), and persona-conditioned AI simulations for scalable behavioral experimentation.

EDUCATION

The University of Texas at Austin, Austin, TX   Expected Graduation May 2027
Master of Arts in Advertising (Concentration: Health Communication & AI Education)

The University of Texas at Austin, Austin, TX   Graduated August 2025
BS in Advertising
Honors: **Dean's List (5 Semesters)**, Honors Graduate | **GPA: 3.88/4.0 |** *Awards:* Job Searching Award Recipient (SP25)

ACADEMIC RESEARCH PROJECTS

AI-Persona Simulation Study — Marketing Decision Modeling (in progress)   Jan 2026 – Present
- Designed a persona-injection protocol conditioning AI-generated consumer responses across **5+ structured demographic and psychographic profiles.**
- Generated and analyzed **300+ AI-simulated decision outputs** to evaluate response variance and framing divergence across persona conditions.
- Built reproducible prompt and coding pipelines; conducted regression and variance analysis in R to assess stability and bias amplification patterns.

HCPS Research Project — *Co-PI*, Austin, TX   Oct 2025 – Present
- Co-led a sequential explanatory mixed-methods study **(survey n = 100; interviews n = 15)** examining how culturally embedded communication patterns shape the relationship between multiple role strain and physical and psychological health among Korean American midlife women.
- Contributed to survey instrument refinement using validated bilingual measures and supported hierarchical regression modeling to test moderation effects (role strain × self-silencing; role strain × help-seeking).

PROFESSIONAL EXPERIENCE

Office of Career & Life Design, UT Austin, *Graduate Consultant*, Austin, TX   Dec 2025 – Present
- Designed and **facilitated 6+ behavioral science-informed career development workshops** per semester for **50+ international graduate students monthly.**
- Conducted **30+ one-on-one advising sessions per semester**; synthesized insights into a structured advising protocol adopted department-wide, reducing follow-up needs by **~20%.**
- Led cross-functional programming initiatives with industry partners (e.g., Microsoft, UT Global Office), coordinating **8+ events** and managing communications for **500+ stakeholders.**

School of Nursing, UT Austin, *Research Assistant*, Austin, TX   Dec 2023 – May 2025
- Managed and validated **150+ weekly participant records** for a digital health intervention study, achieving **98% data accuracy** through systematic validation protocols.
- Coordinated **community outreach (2000+)** and participant screening to support recruitment pipeline.
- Audited six recruitment instruments to improve clarity and maintained **100% IRB compliance**.

Dasique, *Global Marketing Research Intern*, Seoul, South Korea   May 2025 – July 2025
- Standardized product metadata across **35+** digital platforms for U.S. and Asian markets, reducing inconsistencies and enabling cross-market behavioral trend analysis.
- Analyzed quantitative consumer metrics to identify cross-cultural patterns informing Q3 localization strategy.

SKILLS

- ***Research & Data Analysis***: R, Microsoft Excel, Tableau, Mixed methods, survey design, qualitative coding
- ***Technical***: Front-End Development & Prototyping - HTML, CSS, JavaScript; GitHub-based version control
- ***Language Skills:*** *English (native proficiency), Korean (native proficiency)*