

Jonathan Wang

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EDUCATION

Cornell University, College of Computing and Information Science | Ithaca, U.S.A. 2024 – 2025

Master's degree in Information Science

- Coursework: Data Mining and Machine Learning, Intro to Database Systems, Digital Business Strategy

National Taiwan University, College of Management/Social Sciences | Taipei, Taiwan 2018 – 2023

Bachelor's degree in International Business (GPA = 3.9/4.0)

- Coursework: Statistical Data Analysis, Big Data Marketing, Strategy Management, Brand Management

Bachelor's degree in Sociology (minor)

- Coursework: Quantitative/Qualitative Social Research Methods, Social Psychology, Sociology Theory

LANGUAGE AND SKILLS

- Languages: Mandarin (Native); English (Fluent, TOEFL iBT 114/120); Japanese (Proficient, JLPT N2)
- Programming Languages/Software: Python, R, MS Office (Excellent); SQL, Tableau (Proficient)
- Quantitative Methods: Inferential Statistics; Machine Learning with Regression and Classification
- Qualitative Methods: Participant Observation; In-depth Interviews; Thematic Analysis

WORK EXPERIENCE

Research Assistant for Professor Hsuan-Wei Lee | Ithaca, U.S.A. Oct. 2024 – Present

- Collaborating with Professor Hsuan-Wei Lee based at Lehigh University to support his research on marijuana commercialization and social media algorithmic bias with quantitative social science methods

Research Assistant at Academia Sinica | Taipei, Taiwan Oct. 2022 – Dec. 2022

- Deployed A/B testing to optimize test reliability and localized cultural-specific questions in support of the Generations & Gender Programme in Taiwan, contributing to its database of over 200,000 participants
- Examined over 20 years of data from the Taiwan Social Change Survey to analyze cross-generational social trends such as educational mobility and self-identification at the Institute of Sociology

Part-Time Assistant (Consultant Intern) at beBit TECH | Taipei, Taiwan Feb. 2022 – Jun. 2022

- Conducted comprehensive consumer and industry research with methodologies such as user-centric design and net promoter score (NPS), supporting the formulation of digital transformation strategies
- Consolidated and participated in in-depth consumer interviews of a fast fashion e-commerce platform with equipment such as eye-trackers to obtain insights on customer journey and user experience

Strategy Intern at RedPeak | Taipei, Taiwan Aug. 2021 – Dec. 2021

- Assessed branding elements of leading players with an in-house framework across eight projects spanning a wide array of industries, including consumer electronics, software, machinery, automobile, and more
- Spearheaded a brand analysis of the second-largest commercial automobile lighting manufacturer through market analysis, brand analysis, and executive-level interviews, successfully fostered a lasting partnership

SELECTED PROJECT & RESEARCH EXPERIENCE

Impact of Xiaohongshu Usage on Young Females' Body Dissatisfaction ([link](#)) Nov. 2023 – Jan. 2024

- Identified how social media influences females' body dissatisfaction through a Thematic Analysis of eleven in-depth interviews with Xiaohongshu as an instance under the instruction of Professor Nanyi Bi

The Shift of Spouse Selection Criteria in Taiwan Nov. 2022 – Dec. 2022

- Analyzed differences in spouse selection criteria of Gen-Z and Millennials with Latent Class Analysis to identify clusters across 245 samples and tested three related hypotheses with Generalized Linear Models

Credit Card Database Marketing Analysis Report Mar. 2021 – May. 2021

- Compiled a business analysis report analyzing over 7,000 transactions of 100 card owners with statistical methods such as Factor Analysis to provide insights into data-based marketing strategy planning

EXTRACURRICULAR EXPERIENCE

J.P. Morgan Asset & Wealth Management Challenge Oct. 2020

- Designed an investment portfolio based on specific strategic goals and conceptualized the influence of real-world economic and political variables into quantifiable effects in nine different scenarios