

DANIEL KING

203.984.1578 | king@u.northwestern.edu | **portfolio:** danielcking.com

SCIENTIFIC & APPLIED ANALYTICAL EXPERIENCE

Northwestern University | Language and Cognition Lab | Evanston, IL

September 2017 - June 2023

Quantitative Behavioral Researcher

- Analyzed complex multidimensional datasets using advanced statistical modeling techniques (e.g., mixed effect models, nonparametric approaches), identifying novel language metrics predicting language comprehension and publishing the results in 2 peer-reviewed scientific journals
- Automated data analysis processes by developing and publishing a new technique for automatic text analysis using vector-space word embedding models, decreasing analysis time from weeks to minutes and reducing error rates
- Designed and executed over 20 end-to-end quantitative behavioral experiments, leading to the development and publication of a new model of language processing
- Translated research findings into 3 accessible scientific publications and 7 conference presentations to interdisciplinary audiences
- Worked collaboratively to manage 3-5 simultaneous end-to-end projects and deliverables (analyses, articles, presentations) annually

The Red Bee Group | Chicago, IL

January 2022 - October 2022

Data Analyst (Contracted consultant)

- Built and fielded large-scale surveys (20,000+ respondents) identifying key factors impacting women lawyers' career trajectories
- Analyzed survey results and translated statistical findings into comprehensive, accessible reports used to inform client DEI initiatives
- Designed and programmed new R framework that automated reporting while maintaining flexibility across use cases and projects

Psychoacoustics Lab | University of Connecticut Health Center | Farmington, CT

June 2015 - August 2017

Research Assistant II, Neuroscience

- Managed the collection, storage, organization, and updating of participant datasets across 2-3 projects simultaneously
- Developed new workflow for efficient and automatic summarization of key variables of interest that reduced reporting error rates

Product Ventures | Fairfield, CT

September 2012 - June 2015

Manager, Consumer & Market Research

January 2015 - June 2015

- Led online and in-person quantitative and qualitative consumer research projects in CPG and product design space as part of a cross-functional team of researchers, engineers, designers, and prototype specialists
- Informed design recommendations by translating client knowledge needs into research questions and designs, uncovering key consumer needs, attitudes, behaviors, and purchase drivers

Associate, Consumer & Market Research

September 2012 - December 2014

- Moderated over 15 qualitative online, in-store, and in-home ethnographies and focus groups that uncovered real-world product usage behavior and consumer attitudes
- Synthesized empirical findings with inputs from design and engineering teams to develop creative, engaging, and convincing reports detailing design recommendations
- Increased participant engagement in online ethnographies by designing and implementing new gamification system
- Designed and implemented a new participant tracking database, improving recruitment and screening efficiency

SKILLS

- R (data wrangling, statistical modeling, visualization), Python (general programming), Qualtrics, Amazon MTurk, SQL (learning)
- Inferential statistics: linear and logistic mixed-effect modeling, multivariable regression, nonparametric methods, ANOVA, *t*-tests
- Excel (Proficient in formulas; e.g., VLOOKUP, SUMIFS, INDEX, MATCH, etc.)
- Quantitative research: experimental design, hypothesis testing, behavioral research, survey research
- Qualitative research: focus groups, ethnographies, in-home and in-store testing
- Data visualization and communication
- Text analysis using vector-space word embedding models (e.g., word2vec)

EDUCATION

Northwestern University – Evanston, IL

Ph.D. – Cognitive Psychology

June 2023

M.S. – Statistics

June 2023

M.S. – Cognitive Psychology

December 2018

University of Connecticut – Storrs, CT

May 2011

B.A. – Cognitive Science (Honors Scholar | Dean's List)