DANIEL KING

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SCIENTIFIC 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), uncovering novel metrics predicting language use and publishing the results in 3 peer-reviewed scientific articles
- Designed, programmed, and executed over 20 end-to-end quantitative behavioral experiments, culminating in the development and publication of a new model of language processing
- Automated data analysis pipeline by pioneering a new NLP technique for automatic text analysis, decreasing analysis time from weeks to minutes and reducing labor costs and error rates
- Translated complex findings into 3 peer-reviewed publications and 7 conference presentations to interdisciplinary audiences
- Worked collaboratively to manage 3-5 simultaneous projects and deliverables (analyses, articles, presentations) annually

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 a new workflow for efficient and automatic summarization of key variables of interest that reduced reporting error rates

APPLIED EXPERIENCE

The Red Bee Group | Chicago, IL   January 2022 - October 2022
Data Analyst (Contracted consultant)

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

Product Ventures | Fairfield, CT   September 2012 - June 2015
Manager, Consumer & Market Research   January 2015 - June 2015

- Project lead for online and in-person quantitative and qualitative consumer-facing research in CPG space
- Translated client objectives into multifaceted research programs, uncovering actionable consumer needs, attitudes, behaviors, and purchase drivers used to inform design recommendations

Associate, Consumer & Market Research   September 2012 - December 2014

- Moderated over 15 online, in-store, and in-home ethnographies and focus groups to identify real-world product usage behavior and consumer attitudes
- Collaborated closely with cross-functional teams of designers, engineers, and marketers to synthesize research findings with team inputs to develop creative, engaging, and convincing reports detailing design recommendations
- Increased participant engagement in online studies by designing and implementing new gamification system
- Improved recruitment screening and efficiency by developing a new participant tracking database

SKILLS

- <u>Programming:</u> R (data wrangling, statistical modeling, visualization), Python (general programming), SQL
- <u>Statistics</u>: linear and logistic mixed-effect modeling, regression analysis, nonparametric methods, ANOVA, *t*-tests, survey analysis
- <u>Quantitative research</u>: experimental design, hypothesis testing, behavioral research, survey research, Qualtrics, Amazon MTurk
- <u>Qualitative research</u>: online and in-person focus groups, ethnographies, contextual interviews, in-home and in-store testing
- <u>NLP</u>: vector-space word embedding models (e.g., word2vec, LSA, GloVe)
- <u>Data visualization:</u> ggplot2
- <u>Excel:</u> (Proficient in formulas: e.g., VLOOKUP, SUMIFS, INDEX, MATCH, etc.)

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)