

# DANIEL KING

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## SCIENTIFIC EXPERIENCE

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**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

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**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 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 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

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

## EDUCATION

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**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)