

# Cindy Ha

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## EDUCATION

### Northwestern University

*B.A. in Data Science and Psychology*

GPA: 3.92/4.00 | *Cum Laude*

**Evanston, IL**

Sep 2021 – Jun 2024

## RESEARCH INTERESTS

Decision Making and Judgement, Behavioral Science, Social Norms, Consumer Behavior, Socioeconomic Disparities, Human-Computer Interaction, Machine Learning, Predictive Modeling, Network Analysis

## RESEARCH EXPERIENCE

### Princeton University

Lab Manager for BLP Lab | Advisor: Dr. Betsy Levy Paluck

Sep 2024 – Present

Lab Manager for Shah Lab | Advisor: Dr. Anuj K. Shah

Sep 2024 – Present

### Kellogg School of Management

**Evanston, IL**

Research Assistant | Advisor: Dr. Maryam Kouchaki

Sep 2023 – Jun 2024

- Audited 6 studies in working research papers by cleaning datasets and using R to conduct statistical tests, such as t-tests and ANOVAs, to ensure the accuracy and reproducibility of results
- Conducted research on the usage of gender-equal language within the workforce and qualitatively coded 95 social media posts and online job listings to support preliminary studies
- Executed the pilot phase of 8 Qualtrics surveys by validating timing and identifying any errors

### Feinberg School of Medicine

**Chicago, IL**

Research Assistant | Advisor: Dr. Craig F. Garfield

Mar – Jun 2023

- Generated biweekly payment reports using the Tidyverse and Shiny packages to compensate growing research participants pool and maintain an updated database from 3 hospitals
- Provided operational support, including contacting 230+ participants and overseeing lab correspondences, for a smartphone application, enhancing user access to telehealth resources

### Spatial Thinking and Reasoning (STAR) Lab

**Evanston, IL**

Summer Research Assistant | Advisor: Dr. David Uttal

Jun – Aug 2022

- Coded pilot sessions ran with undergrads to detect patterns in their spatial thinking and actions
- Animated instructional presentation for *Which Fish Fits?* study that used the LookIt application to explore the relationship between matching and spatial language amongst young children
- Designed IRB-approved advertising materials (flyers, social media posts) for Smart Blocks study

## PROJECTS

### VenmoVerse: Exploring Venmo Transaction Notes | R

Summer 2023

- Explored extensive dataset, consisting of 7+ million Venmo transactions scraped from Venmo public API, through network statistics, largest component analysis, and semantic networks
- Generated exponential random graph models to determine payment reciprocity within Venmo network to suggest 5 new incentives to maintain and increase Venmo sales and userbase

### COVIDCasters: Time Series Prediction Capstone | R & Python

Fall 2023

- Implemented 6 advanced time series regression models (e.g., ARIMA, Prophet) to predict new COVID-19 cases for 23 countries based on demographic, socioeconomic, and hospital factors
- Improved model interpretability and performance assessment by generating 300+ visualizations (e.g., ACF, seasonal decomp, line plots) to provide key insights and inform public health strategies

#### **Beyond the Books: Understanding the Path to Academic Success | R**

Winter 2023

- Built 15 classification models (e.g., Elastic Net, Boosted Tree) to forecast college students' academic status post-course using a blend of demographic, socio-economic, and academic factors
- Applied a range of statistical and machine learning techniques, such as cross validation, hyperparameter tuning, regularization, and feature engineering, to optimize model performance

### **PROFESSIONAL EXPERIENCE**

#### **Echo Global Logistics**

**Chicago, IL**

Data Analytics Intern

Jun – Aug 2024

- Proposed 8 new pricing allocation algorithms for RoadTex, utilizing SQL queries, mileage APIs, and cloud-based virtual machines, to align pricing strategies with operational cost structures
- Documented 15 high-impact computing projects by the Strategic Analytics department, building a centralized knowledge repository on Bloomfire to improve collaboration across 3 teams

#### **Energy CX**

**Chicago, IL**

Lead Generation Intern

Mar – May 2024

- Conducted in-depth research to identify high-potential leads, leveraging the company's specific metrics for Ideal Customer Profiles (ICP) to strategically target prospects in deregulated US states
- Verified lead data, managed and updated the Customer Relationship Management (CRM) system, and worked closely with the sales and marketing teams to enhance outreach initiatives

#### **Art Institute of Chicago**

**Chicago, IL**

McMullan Family Foundation Intensive Participant

Jun 2022

- Selected as 1 of 18 students for a highly competitive summer intensive program; presented group proposal on curating a non-traditional space (Gallery 135) based on past exhibition history

### **TEACHING EXPERIENCE**

#### **Northwestern University Statistics and Data Science Dept.**

**Evanston, IL**

Teaching Assistant for Data Science with R Sequence

Sep 2023 – Jun 2024

- Supported 3 data science classes of 140+ students with lab assignments, case studies, and projects to help them develop foundational skills, such as exploratory data analysis and data visualization
- Hosted 50+ hours of office hours, providing personalized guidance and clarifying course material

### **TECHNICAL SKILLS**

**Programming Languages & Tools:** R, Python, SQL, RStudio, Git/GitHub, Visual Studio Code, Microsoft SQL Server, Jupyter, Google Colab

**Research Tools:** Prolific, Qualtrics, MS Office

**Languages:** English (Native), Vietnamese (Elementary), Spanish (Elementary)

### **SELECTED COURSEWORK**

COMP SCI 396 Social Network Analysis

PSYCH 350 Using R for Analysis

STAT 362 Advanced Machine Learning  
STAT 302 Data Visualization

PSYCH 373 Decision Making  
PSYCH 228 Cognitive Psychology

### **AWARDS, HONORS, & GRANTS**

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2021 – 2024	Weinberg College of Arts and Sciences Dean's List (9/9 quarters)
2023	Northwestern University Summer Internship Grant (\$3,500)
2021	Gwendolyn Brooks Youth Poetry Awards (\$300)

### **REFERENCES**

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#### **Dr. Anuj K. Shah**

Department of Psychology  
Princeton University  
[akshah@princeton.edu](mailto:akshah@princeton.edu)

#### **Dr. Betsy Levy Paluck**

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#### **Chris Kendrick**

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