Abigail Hsiung

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📋 EDUCATION

Duke University   2017 – 2023 (anticipated)
Ph.D. Psychology and Neuroscience, Cognitive Neuroscience   Durham, NC

University of Maryland   2012 – 2015
B.S. Psychology, B.S. Kinesiology, *Summa Cum Laude*   College Park, MD

📊 EXPERIENCE

User Experience Research Intern   May 2022 – August 2022
Facebook, Meta   Menlo Park, CA
- » Led cross platform quantitative research survey to investigate the motivational reasons (Jobs to be Done) for why users include music in short-form videos (Reels)
- » Analyzed survey and log data using SQL and Python in collaboration with data scientists
- » Presented research findings and product recommendations to stakeholders across both Facebook and Instagram teams Managed research logistics, including recruiting and compensating participants, budgeting research funds, and maintaining open research repositories

Doctoral Researcher – Motivation and Information Search   2017 – Present
Duke University, Department of Psychology and Neuroscience   Durham, NC
- » Led multiple research initiatives investigating the relationship between motivation and information seeking
- » Generated and implemented several behavioral experiments and surveys that included stimulus creation, webpage design, extensive usability testing/interviewing, and A/B testing
- » Performed advanced data manipulation and statistical analyses in R and Python
- » Synthesized research findings and delivered key insights through 2 first-author publications (submitted), 1 invited talk, and 8 conference presentations

Co-Founder – Cognitive Neuroscience Research Internship   2020 – Present
Duke University, Department of Psychology and Neuroscience   Durham, NC
- » Started initiative to promote equitable access to cognitive research; created structured, collaborative internship program specializing in providing foundational research skills to STEM students from underrepresented groups
- » Secured funding ($37,000/year) from local Foundations (Charles Lafitte Foundation)
- » Designed courses in Python Programming for Experimental Design using Google Collab
- » Led program development, including creating and evaluating mission goals, assessing recruitment strategies, standardizing research goals and mentorship practices, organizing faculty and industry panels

Research Analyst – Varied Projects   2015 – 2017
National Institute of Mental Health   Bethesda, MD
- » Coordinated multiple research projects, including organizing multi-visit studies, regulating data management, supporting communication between physicians and clients, deploying experimental and survey methodologies
- » Conducted behavioral and neuroimaging analyses examining the impact of anxiety on memory
- » Presented findings to expert and non-expert audiences through 5 publications, 3 conference presentations

⚙ SKILLS

Strengths: Storytelling, data visualizations/graphic design, detail-oriented, insatiably curious
Quantitative: Experimental & Survey Design, Regression (Linear/Logistic), A/B Testing
Languages/Tools: Python, JavaScript, HTML/CSS, R, SQL, BASH, Qualtrics