Jeesung Ahn

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EDUCATION

University of Pennsylvania, Ph.D. Candidate in Psychology, *Philadelphia, PA* *expected* May 2024
Yonsei University, M.S. in Cognitive Science and Engineering, *Seoul, South Korea* 2018
Korea University, B.A. in Psychology & B.S. in Brain and Cognitive Sciences, *Seoul, South Korea* 2015

SKILL SUMMARY

Curious and collaborative **experimental psychologist** and **social neuroscientist** with **8+ years** of extensive experience leading **end-to-end research projects**, synthesizing qualitative and quantitative methods

- **Mixed Methods Research:** hypothesis generation • experimental, survey design • programming (*Python*, *R*, *SQL*) • data collection, wrangling, analysis, visualization • oral & written communication of scientific insights
- **Statistics and Modeling**: regression • multivariate statistics • mixed effect modeling • machine learning

SELECTED EXPERIENCE

Ph.D. Researcher | Penn Communication Neuroscience Lab Aug 2019 – Present

- Led 5+ projects for a $5M research initiative that developed brain-based models to make data-driven predictions on how health interventions can effectively improve physical and mental well-being
- Qualitatively coded and evaluated 30K+ multimodal health messages (e.g., text, image, video) and behavioral outcomes (e.g., accelerometer logs) collected from 6 labs across 17 studies (N=741), leading to an award-winning invited talk at the world's top social neuroscience conference
- Created data processing pipelines that analyze and visualize multidimensional data (experimental, survey, experience sampling, neuroimaging; ~61TB), now actively used by labs and collaborators in 3+ countries
- Closely collaborated with cross-functional teams from 10+ institutions (including machine learning engineers, program managers, data scientists), resulting in 2 peer-reviewed publications, 10 working papers (7 first-authored) and 6 international conference presentations with audiences from diverse backgrounds

Consultant | Penn Biotech Group Healthcare Consulting Sep 2022 – Present

- Presented weekly deliverables to a biotherapeutic start-up company by analyzing the market landscape for a novel cancer therapy that will have a high impact on 1M+ tumor patients
- Led in-depth interviews with healthcare stakeholders and qualitatively evaluated 200+ clinical trials and company profiles, helping the client decide on partnership opportunities, market sizing, and product pricing
- Conducted fast-paced research and extensive literature reviews to meet the client's needs and timeline

Data Analyst | Penn Mind Sciences Diversity and Equity Initiative Mar 2022 – Present

- Designed and collected online surveys (*Qualtrics*) to assess participants' experience with an outreach program that mentors underrepresented minority students in their career paths in science
- Wrangled and analyzed pre- *vs.* post- event data, including qualitatively reviewing participants' written feedback; presented actionable insights and recommendations to organizers to improve the program

Research Associate & Research Consultant | Yonsei Applied Brain Cognition Lab April 2015 – Mar 2019

- Designed and directed 7+ end-to-end behavioral and neuroimaging projects, resulting in 3 first-author publications, an award-winning Master's thesis, and 6 international conference presentations
- Consulted a start-up company on the efficacy of their novel neurostimulation technology in enhancing cognitive functions; designed and conducted A/B tests and usability studies, resulting in the successful acquisition of $100K in funding; presented findings to cross-functional stakeholders (venture capital funders, designers, engineers, physicians) to inform and advocate the direction of product development

SELECTED AWARDS

Top Poster Award | Social Affective Neuroscience Society *(brain-based prediction of health message effects)* 2022
Best Master's Thesis Award | Yonsei University Graduate Group *(fMRI modeling of impression formation)* 2018
Interdisciplinary Research Award, Grand Prize | Yonsei Institute of Convergence Science 2017
(awarded $5K research funding; collaborated with electrical engineers to enhance brain image resolution using deep learning)
Yonsei Start-Up Challenge Award | Yonsei Enterprise Support Foundation *(led to $100K in funding)* 2016