

# JENNIE W. QU-LEE

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## EDUCATION

**Ph.D.** in progress

**New York University**, Social Psychology, with Quantitative/Statistics minor, expected April 2023

**M.A.**

**The University of Chicago**, Social Sciences, June 2016

**B.S.**

**Fudan University**, Psychology, July 2015

## TECHNICAL SKILLS/TRAINING

- Advanced experience with Programming: R, Python, SPSS, SQL, ArcGIS Pro, Tableau
- Advanced experience with Software: Qualtrics, Microsoft Office Suite, Adobe Photoshop & Premiere, Tobii Studio Pro
- Advanced experience with research methods: online survey, in-lab experiment, a/b testing, in-depth interview, eye-tracking

## WORK EXPERIENCE

### Facebook, Menlo Park, CA, US (remote)

*Mixed-Methods UX Researcher Intern, Novi*

*June 2021 – August 2021*

- Led an interview study within allotted time and resources to assess international customers' trust in digital financial services
- Synthesized quantitative survey and qualitative interview results for technical and non-expert audiences
- Generated actionable recommendations to prioritize investment in future research initiatives and engineer/production efforts
- Developed cross-function partnership and led product discussions as the subject matter expert to socialize research findings

### Ziff Davis Media, New York, NY, US (remote)

*Data Analyst Fellow*

*August 2020 – May 2021, October 2021 – Present*

- Created executive-facing automated reporting dashboards and streamlined data analysis pipelines for internal teams
- Developed time-series forecasting statistical techniques and models to project website traffic and business revenue
- Developed and maintained business metrics in collaboration with business intelligence, editorial, and sales teams
- Synthesized optimized content strategies for editorial teams using SEO tools, such as Google Analytics, BrightEdge, comScore

### Social Perception, Action & Motivation Lab, New York University, New York, NY, US

*Research Lead, Department of Psychology*

*September 2018 – Present*

#### Data/Research Analyst

- Monitor and mine large scale government and unstructured in-house data to understand historical trends and identify takeaways
- Analyze complex data in R and Python using methods such as supervised machine learning classification, multilevel modeling
- Incorporate stakeholders' and peer reviewers' feedback and requirements to refine research project goals

#### Communicator/Leader

- Visualize research findings for clear and concise public and academic communication purposes using R, ArcGIS, and Tableau
- Develop and present research key insights and methodologies for different audiences, from field experts to the general public
- Craft written and verbal reports appropriate for various outlets, from academic journals to policy briefings to social media posts

#### Project Manager

- Oversee research collaboration across functions and departments and uphold quality standards throughout research cycles
- Lead a team of 16 undergraduate and graduate students to conduct idea-to-implementation research on legal decision-making

### Gartner/L2, New York, NY, US

*Data Collections Specialist*

*October 2018 – May 2020*

- Maintained ecommerce's and retailers' digital competence metrics based on auto-scraped and manually collected website data
- Calibrated metrics development based on technical requirements and business needs

### Mende-Siedlecki Lab, University of Delaware, Newark, DE, US

*Lab Manager, Department of Psychological and Brain Sciences*

*September 2016 – August 2018*

- Analyzed quantitative survey data and visualized results on bias in health care and predicted best treatment practices
- Presented twice as lead author in national conferences, prepared 4 successful manuscripts and research grant applications

### Smart Kitchen, Shanghai, China

*Co-Founder*

*August 2014-March 2015*

- Designed surveys and observational studies for audience segmentation and understanding purchase motivation
- Led market competitive analysis and supervised product design and marketing practices in concordance with the analysis results