

MASON ALEXANDER SHIHAB

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Education

Master of Behavioral and Decision Sciences
University of Pennsylvania

Fall 2020 – Spring 2022
Philadelphia, PA

Bachelor of Science, Interdisciplinary Studies (Mathematics and Philosophy)
Franklin University

2010 – 2014
Columbus, OH

Recent Work Experience

Research Assistant

04/2019 – Present

Cognitive and Affective Influences in Decision making (CAIDe) Lab at OSU

Columbus, OH

- Contributed to or led large-scale research projects in behavioral science and public policy.
- Collected thousands of survey responses and integrated with traffic and crash government datasets.
- Analyzed data with R, SPSS, and Stata and created interactive dashboards with Tableau.
- Created online behavioral science learning modules using HTML for new assistants.

Extern Consultant, Behavioral Science

03/2021 – 08/2021

EY (Wealth and Asset Management Consulting Practice)

Philadelphia, PA

- Conducted interviews and surveys and analyzed and visualized the results.
- Designed a UX Experiment to remove barriers from and increase adoption of better financial practices.
- Developed a behavioral system to increase employee engagement with financial wellness tools.
- Presented scientific insights to stakeholders and senior management.

Recent Academic Experience

- Behavioral Science Experimental Methods Final Project: *\$27 Trillion, Who Cares? How Priming Americans With the National Debt Affects Tax Aversion While Shopping*
 - Extended prior research with original conditions
 - Collected data over MTurk and Qualtrics and used R for analyses.
- Modern Data Mining Final Project: *Investigating County-level Theft Rates in the U.S. in 2020*
 - Collected data from government sources to identify predictive variables of theft.
 - Used advanced machine learning techniques to build predictive models.
- Downloaded Twitter data using APIs to measure public sentiment on COVID-19 using Python.
- Teaching Assistant for BEPP201, Public Finance & Policy at Wharton under Prof. Alex Rees-Jones.

Additional Work Experience

Strategic Consultant, Journey of Hope; from Violence to Healing, Bexley, OH

08/2019 – 12/2019

Financial Technology Account Manager, Payroc, Dublin, OH

12/2018 – 12/2019

Community Organizer, The Ohio Organizing Collaborative ("Issue 1"), Columbus, OH

07/2018 – 11/2018

Technology Account Manager, American Business Solutions, Inc., Columbus, OH

07/2015 – 06/2018

Campaign Manager, Neil Patel for State Senate, Westerville, OH

03/2014 – 11/2014

Skills and Certification

Data Science: Data manipulation and visualization with Python, R, and Tableau. Maintaining large datasets and performing statistical analyses with SQL, SPSS, Stata, and Excel. Predictive modelling and data mining.

Behavioral Research: IRB process management, grant writing, designing experiments, programming surveys, and collecting data (locally and with online tools such as MTurk and Prolific), and publication and revision.

Project Scrum Master (PSM): Scrum workplace methodology certification from scrum.org.

CITI Human Subjects Protection: Completed training on human subject experimentation.