MASON ALEXANDER **SHIHAB**

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Education

University of Pennsylvania   **Fall 2020 – Spring 2022**
Master of Behavioral and Decision Sciences   **Philadelphia, PA**

- Teaching Assistant for BEPP201, Public Finance & Policy at Wharton under Prof. Alex Rees-Jones.
- Key Courses: Data Science and Quantitative Modeling, Theory and Application of Behavioral Science Experimental Methods, Modern Data Mining, Describing Your Data, and Behavioral Public Policy.
- Conducted original behavioral science research with data collected over MTurk, using R for analyses.
- Used machine learning for predicting outcomes from various applications, from finance to criminology.
- Scraped Twitter data for sentiment analysis with Python (Jupyter Notebooks with Pandas and NumPy).
- Uses GitHub for version control and collaboration with major projects.

Franklin University   **2010 – 2014**
Bachelor of Science, Interdisciplinary Studies (Mathematics and Philosophy)   **Columbus**, OH

- Studied philosophical concepts related to the mind, identity, knowledge, and cognition.
- Utilized symbolic logic, set theory, and philosophy of mathematics to create proofs and arguments.

Relevant 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   **3/2021 – 8/2021**
EY (Wealth and Asset Management Consulting Practice)   **Philadelphia**, PA

- Developed a system to increase engagement with employer-provided financial wellness offerings.
- Conducted interviews and collected survey data on employer-provided financial tools.
- Analyzed data and created visualizations in R to illustrate findings to management.
- Designed a UX Experiment to remove barriers to encourage adoption of better financial practices.
- Presented scientific insights to stakeholders and senior management.

Skills and Certification

Data Science: Data manipulation and visualization with Python, R, and Tableau. Maintaining large datasets and performing statistical analyses with 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.