# 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

## **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**

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
  - o 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.

#### 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.

# **Other Experience**

Strategic Consultant, Journey of Hope / Death Penalty Action, Bexley, OH	08/2019 - 12/2019
Financial Technology Account Manager, Payroc, Dublin, OH	12/2018 – 12/2019
Campaign 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