MASON ALEXANDER **SHIHAB**

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Academics

Master of Behavioral and Decision Sciences (MBDS)   **Expected Graduation: Spring 2022**
University of Pennsylvania   **Philadelphia, PA**
- Key Courses: Seminar Decision Making, Behavioral Science Experimental Methods, Public Finance and Policy, Norms and Nudges, Data Science and Quantitative Modelling
- Behavioral Finance Design Challenge: Created a custom behavioral finance solution for a Top 4 consulting firm using product development, experimental design, project management, and data analysis with R.

Bachelor of Science: Interdisciplinary Studies (Mathematics and Philosophy)   **2010 – 2014**
Franklin University   **Columbus**, OH
- Summa Cum Laude (GPA: 3.96).
- Inductee, Society of Leadership Scholars.

Relevant Experience

Research Assistant   **04/2019 – Present**
CAIDe Lab at The Ohio State University   **Columbus**, OH
The Cognitive and Affective Influences in Decision making (CAIDe) Lab focuses on the affective and cognitive mechanisms that underlie decision making.
- Performs statistical analyses and data manipulation with SPSS, R, STATA, and Tableau.
- Designs behavioral science experiments and prepares surveys with Qualtrics for Amazon MTurk.
- Recruits organizational partners for data collection and seeks funding for projects.
- Authors pre-requisite Canvas modules using HTML for new undergraduate assistants.
- Manages research projects from design and funding to publication and revise/resubmit.

Strategic Consultant   **08/2019 – 12/2019**
Journey of Hope / Death Penalty Action   **Bexley, OH**
- Advised on campaign communications, outreach, and policy.
- Coordinated a campaign that raised over $50,000 and garnered media attention across Ohio.

Account Manager   **12/2018 – 08/2019**
First Financial Merchant Services / Payroc   **Dublin, OH**
- Curated and provided custom financial technology business solutions.
- Maintained and serviced a diverse portfolio of merchant clients.

Skills

- Experimental Design
- Behavioral Science Research
- A/B Testing
- HTML Web Design
- Text Sentiment Analysis
- Data Manipulation and visualization with Python, R, and Tableau
- Statistics with SPSS/STATA
- Survey Design with Qualtrics
- Predictive Modeling and Machine Learning
- Data collection, including through MTurk and Prolific
- Client / Project Management