# MONA ZHU

monazhu.github.io

## **EDUCATION**

## 2020 PhD, Cognitive Psychology **University of Waterloo**

- ► NSERC Graduate Scholarship (CGSD)
- ► Ontario Graduate Scholarship
- ▶ President's Graduate Scholarship
- ► Michael Smith Foreign Studies Award
- ► President, Psychology Graduate **Student Association**

#### 2016 MA, Cognitive Psychology **University of Waterloo**

- ► NSERC Graduate Scholarship (CGSM)
- ► Ontario Graduate Scholarship
- ▶ President's Graduate Scholarship

## 2014 BSc, Biopsychology **University of British Columbia**

- Quinn Summer Research Award
- ► Dean's Honour List (> 80% average)
- ▶ UBC Entrance Scholarship
- ► Cognitive Section Editor, UBCUJP

# TOOLS & SKILLS

Research Method & Design **Data Visualization** 

ggplot | plotly

Quantitative Data Analysis

► R | SPSS

#### **Biometric Tools**

VR | Eye-Tracking | GSR

#### **Graphic Design**

► Adobe PS | CSP

#### MS Office

Word | Excel | PowerPoint







# RELEVANT EXPERIENCE

#### Associate, BEworks

Dec 2020 - present

- Leading client projects to provide strategic insights on project deliverables and managing key stakeholders
- Leveraging peer-reviewed literature to identify psychological and behavioral barriers and inform solutions
- Designing experimentation plans and performing key data analytics to test hypotheses

### Research Scientist, BAR Lab UBC

Oct - Nov 2020

- Examined individual differences in eye and head movement in VR environments using machine learning (e.g., model-based clustering)
- Summarized statistical analyses of dataset and crafted intuitive data visualization to allow easy interpretation of research findings

### Research Intern, BEworks

Nov 2019 - Mar 2020

- ► Conducted academic literature review to assess self-report and behavioural predictors of job success across a variety of job roles
- Constructed and validated behavioural tasks and psychometric scales that predicted job success to help inform hiring decisions

#### Visiting Researcher, University of Hawaii

Jan - Apr 2019

Research topic: how people organize and find objects in the real world

- Analyzed behavioral data using various statistical tools (e.g., linear mixed-effects model, spatial statistics, hierarchical clustering)
- Designed and programmed a virtual reality experiment using Unreal Engine 4 to examine human spatial organization and search behavior

#### Cognition & Natural Behavior Lab

2014 - 2020

Research topic: how physical spaces affect human thinking & behavior

- ► Tailored the use of mixed methodology (e.g., experiments, scale development, observational studies, etc) to address relevant research questions in both naturalistic settings and controlled experiments
- Examined datasets using quantitative analytics (e.g., statistical hypothesis testing, linear and logistic regression, etc) and translated research findings via written reports and conference presentations
- ► Taught novel statistical methods and tools (e.g., Bayesian data analysis, data cleaning using R, etc) at weekly lab workshops