

# 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

Behavioral Science Research Methods  
Experiment Design & Hypothesis Testing  
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

- Led and supported **15+** consulting projects in both public and private sectors to provide evidence-based recommendations on client challenges
- ▶ Managing and building strong relationships with key project stakeholders, delivering **\$400k+** in consulting services
  - ▶ Leveraging expertise in behavioural science and the scientific literature to identify psychological principles in client challenges
  - ▶ Conducting statistical analysis and generating data visualization for **10+** surveys and field experiments
  - ▶ Crafting impactful narratives using primary and secondary research and translating findings into solutions and strategic recommendations in **30+** presentations, workshops, and reports

### Research Scientist, BAR Lab, UBC

Oct – Nov 2020

- ▶ Developed an approach to examine and validate individual differences in eye and head movement using model-based clustering
- ▶ Created clear documentation of analyses and procedures on GitHub, and delivered key findings using intuitive data visualization

### Research Intern, BEworks

Nov 2019 – Mar 2020

- ▶ Conducted extensive scientific literature review to assess self-reported 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 Hawai'i

Jan – Apr 2019

- ▶ Performed statistical analysis on behavioural datasets using linear mixed-effects model, spatial statistics, and hierarchical clustering
- ▶ Designed and programmed a VR experiment using UE4 to examine spatial organization and search behaviour

### Research Scientist, CaNB Lab, UWaterloo

2014 – 2020

- ▶ Tailored the use of mixed methodology (e.g., experiments, scale development, archival data, etc) to address novel research questions across 10+ studies in both naturalistic and controlled lab settings
- ▶ Conducted quantitative data analysis (e.g., statistical hypothesis testing, linear and logistic regression, etc) and translated research insights into **5** empirical research papers and **10+** scientific conference presentations
- ▶ Delivered tutorials and workshops to different audiences on programming and statistical methods (e.g., descriptive and inferential statistics, data analysis and cleaning using R, Bayesian statistics, etc)