MONA ZHU

monazhu.github.io

EDUCATION

2024 — **MSc, Data Science**
University of British Columbia

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 | Python*

Biometric Tools
- ► *VR | Eye-Tracking | GSR*

Graphic Design
- ► *Adobe PS | CSP*

MS Office
- ► *Word | Excel | PowerPoint*

RELEVANT EXPERIENCE

Associate, BEworks 2020 – 2023

Led and supported **15+** consulting projects in both public and private sectors to provide evidence-based recommendations on client challenges
- ► Managed and built strong relationships with key project stakeholders, delivering **$400k+** in consulting services
- ► Leveraged expertise in behavioural science and the scientific literature to diagnose and understand business challenges
- ► Conducted statistical analysis; generated data visualization and insights for **10+** surveys and field experiments
- ► Crafted impactful narratives using primary and secondary research and translated findings into solutions and strategic recommendations in **30+** presentations, workshops, and reports

Research Scientist, BAR Lab, UBC Oct – Dec 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)