

# 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 behavioural barriers and inform solutions
- ▶ Designing experimentation plans and performing key data analytics to test hypotheses
- ▶ Delivering key insights, results, and recommendations to project stakeholders via workshops and presentations

### 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 behavioural 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 behaviour

### Cognition & Natural Behaviour Lab

2014 – 2020

Research topic: how physical spaces affect human thinking & behaviour

- ▶ 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