

EDUCATION

Tufts University 2010-2014

B.S. Cognitive Science

Chinese University of Hong Kong, January 2013-May 2013

International Asian Studies Program

WORK EXPERIENCE

Graphiq Inc.-Research Associate, Senior Product Management Associate 08/2014-Present

- Launched CareerTrends.com, an online suite of embeddable visualizations and articles focusing on careers content, within an agile development cycle involving market research, user persona development, product design and iteration.
- Grew CareerTrends.com to 7.5K monthly sessions within one month of launch via SEO analysis and distribution of articles and visualizations to top publications including Yahoo, MSN, and AOL.
- A/B test product designs and features to optimize click thru rates, user paths, and time on page for high quality user experiences as well as positive revenue implications.
- Analyze and structure large data sets using MySQL and ETL processes.

Tufts Medical Center NeuroRadiology Department-User Experience Researcher 09/2013-12/2013

- Prototyped and presented a product called DocNote after 3 months of rapid contextual design involving contextual interviews, storyboarding, persona creation, workflow analysis, and data driven design decisions.
- Documented and analyzed students interactions with technology and faculty to drive the creation of DocNote.

Cogo Labs-Quantitative Data Analyst Intern 06/2013-08/2013

- Analyzed users' search practices using Google Adwords and Analytics to market skyzodiac.com--a website at which users could explore horoscopes and sign up to receive daily emails containing related content.
- Increased site visits to over 1,500 users per day within two months of the launch via SEM, text-ad optimization and A/B testing of user-centered web designs.

RESEARCH EXPERIENCE

Harvard Business School Decision Sciences Lab-Research Assistant 09/2013-05/2014

- Investigated the interaction between posture and perception in Dr. Amy Cuddy's power-posing lab.
- Operated EMG technology to measure the physical responses resulting from warm, engaging poses versus cold, ambivalent poses.
- Created and organized stimuli for study paradigms involving participants in controlled laboratory settings.

Tufts Neurocognition Lab-Research Assistant 09/2011-12/2012

- Collected and analyzed data for a published cognitive neuroscience paper examining how point-of-view and emotion interact with language.
- Operated ERP and fMRI equipment to explore the structures where language and emotion interact.
- Analyzed and organized EEG and fMRI data using Excel and SPSS.

Operation Wallacea-Research Assistant 06/07/2011-06/22/2011

- Collaborated with researchers from around the globe to research how human activity and climate change affect organisms of Cusuco National Park, Honduras.

SKILLS

Programming:

• JavaScript

• jQuery

• HTML/CSS

• GitHub

Analysis/Research:

• ETL

• MySQL

• Google Analytics/Adwords

• Excel

User Research:

• A/B Testing

• Storyboarding

• Interviewing & Surveying

• Workflow & Task Analysis

Design:

• Balsamiq

Languages:

• French (Conversational)

• Tamil (Conversational)