YIWEN ZHANG

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SUMMARY

- Experienced experimental researcher and cognitive psychologist adept at studying human behavior through experiments, quantitative modeling and surveys, consistently delivering impactful results
- Accomplished data storyteller and effective communicator skilled in collaborating with both researchers and non-researchers to share research insights.

EDUCATION

Ph.D & M.S. in Cognitive Psychology, Minor: **Quantitative** Minor | University of Pittsburgh   06/2024 (expected)

B.S. in Psychology (Honored Graduation) | Zhejiang University   2019

WORK EXPERIENCE

Quantitative UX Researcher Intern, Meta Platforms, Inc.   **May 2022 – August 2022**

- Led a high-impact quantitative research project on WhatsApp, successfully addressing key inquiries, including **feature prioritization, tracking changes over time, user segmentation, and competitor analysis**.
- Designed and executed surveys comprising 200+ questions on 60 main features on WhatsApp. Successfully coordinated translation teams and vendors to collect data from 6000+ users across 5 countries.
- Engineered an interactive **data dashboard** as a centralized platform, empowering teams to visualize and decipher longitudinal trends over years with ease and precision.
- Delivered several research presentations and desks to cross-functional teams, facilitating informed decision-making for feature improvement.

RESEARCH EXPERIENCE

Experimental Study: Causal Learning on Smartphone Platform   **2019 – present**

- Designed and implemented impactful experimental studies in smartphone environment, uncovering insights into **real-world** human behavior and decision making.
- Employed advanced data analysis techniques, including **regression models and Bayesian analysis in R**, to derive meaningful conclusions and drive evidence-based decision-making.
- Developed **user-friendly smartphone apps**, enabling remote participation in experiments and expanding the reach of research efforts. Created and maintained **documentation** of the experiment paradigm as a template
- Led and trained teams of research assistants, successfully recruiting and monitoring over 1000 participants online, amplifying the study's impact and ensuring reliable data collection.

Computational Modeling: Human Reinforcement Learning   **2021 – present**

- Developed, prototype and experiment with different computational models, e.g. reinforcement learning algorithms, to **fit and predict** human behavioral data and understand the effects of interventions.
- Employed simulation, parameter estimation, and model comparison techniques to uncover hidden mechanisms and make predictions about human behavior, enhancing our understanding of long-term learning from feedback.
- Provided invaluable **insights** for the design and implementation of interventions aimed at advancing human learning and decision-making processes.

SELECTED PUBLICATIONS

Zhang, Y. & Rottman, B. M. (2023). Casual Learning with Delays Up to 21 Hours. *Psychonomic Bulletin & Review*

Zhang, Y. & Rottman, B. M. (2023). Casual Learning with Interrupted Time Series Data. *Judgment and Decision Making*

SKILLS

- Research methods: A/B test design, Survey design, Computational Modeling
- Stats expertise: Mixed Effects Modeling, Bayesian Modeling, Casual Inference, Machine Learning
- Working with data: R (tidyverse), Tableau, Python (numpy, pandas), d3.js, SQL, SPSS
- Web development: JavaScript, HTML/CSS, Vue.js, Flask, Github, Google Cloud, Google firestore
- Languages: English (proficient), Chinese (native)

SERVICES/TEACHING

- Invited Talk Speaker at CAMEL to present **Bayesian Analysis** in R   2023/09
- Teaching Fellow (Independent Instructor), Research Methods Laboratory   2023 Spring
- Graduate Reviewer, Cognitive Science Society Annual Conference   2022, 2021
- Professional Development Committee, University of Pittsburgh Department of Psychology   2021-present