**Yiwen Zhang**

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**Summary**

* Experienced experimental researcher and cognitive psychologist adept at studying human behavior through experiments, quantitative modeling and survey, 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

**Research/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 within 2 weeks.
* 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.

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

* Developed precise computational models, e.g. reinforcement learning algorithms, to analyze 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.

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

* Designed and implemented impactful experimental studies on causal learning and decision making in smartphone environment, uncovering insights into real-world human behavior.
* 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 app [template](http://newpsychcloud.appspot.com/) and a time-scheduling system, enabling remote participation in experiments and expanding the reach of research efforts.
* Led and trained teams of research assistants, successfully recruiting and managing over 1000 participants online, amplifying the study's impact and ensuring reliable data collection.

**Publications**

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

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

Willett, C. L., **Zhang, Y**, & Rottman, B. M. (under review). Primacy and Recency over Long Timeframes. *Cognition*

**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, Vuejs, Flask, Github, Google Cloud, Google firestore
* Languages: English (proficient), Chinese (native)

**Services/Teaching**

* 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