Yi Zhang

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I have 5+ years of experience in leading human-centered research, designing experiments, and using quantitative and qualitative methods to analyze lab and naturalistic data. I am passionate about using data to understand user behavior and inform adaptive decision-making.

— Education ——————————————————————————————————

University of Southern California, Los Angeles, CA
- Ph.D. in Social Psychology (expected in May 2025)
- M.A. in Psychology (received in August 2022)

New York University, New York, NY
- B.A. in Psychology (with Honors) and Philosophy (received in May 2018)

— Skills ——————————————————————————————————

Programming: R, Python, SPSS, SQL, Bash, Javascript/HTML/CSS
Statistical analysis: regression, multilevel modeling, significance testing, machine learning, natural language processing, network analysis
Software and tools: Qualtrics, Pavlovia, Cloud Research, lmer, scikit-learn, ggplot, seaborn/matplotlib
Research methods: interview, usability testing, online experiments (A/B testing), in-lab experiments (survey & log studies), diary studies, social network analysis

— Research Experience——————————————————————————————

PhD Student at *University of Southern California, Los Angeles, CA* | 2020 - Present
- Designing 9 research studies integrating online surveys and log/behavioral analysis to investigate how people develop empathy for others and respond to bullying in social networks, resulting in three conference presentations and one manuscript.
- Examining real-world effects of psychological phenomena by analyzing daily diary and social network data using multilevel modeling and supervised machine learning techniques.
- Presenting research findings to field experts and incorporating stakeholders' and peer reviewers' feedback to refine research project goals.
- Communicating findings to a broader audience by crafting written and verbal reports appropriate for various outlets, from research group meetings to social media posts.

User Researcher/Data Analyst for *PaceTodo*, *independent project* | May – Aug 2022
- Designed an online survey and conducted interviews to probe time-management app users' delay patterns. Analyzed and visualized data using R. Informed the design of PaceTodo—a 7-day time-management training app.
- Conducted usability testing and exchanged key insights with the UX designer and software engineer, leading to the launch of the beta Android version of the app.

Lab Manager/Research Coordinator at *Columbia University, New York, NY* | 2018 – 2020
- Analyzed quantitative survey data for 800+ human subjects and visualized results on drinking behavior in college social networks; presented at a national conference.
- Coordinated research compliance and finance of 20+ lab members, contributing to the successful application and renewal of four multi-year grants (total award over $1,000,000).
- Examined how people regulate emotions and learn about others in the brain by running 200+ fMRI sessions using a Siemens 3T scanner and analyzing fMRI data using FSL.

— Awards and Grants——————————————————————————————
- 2022   Honorable mention, APS Student Grant