

Zimo Li

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Education

Master of Science, Cognitive Neuroscience, Beijing Normal University 2023 – 2026 (expected)
Key Courses: Scientific Writing in Fundamental Psychology and Cognitive Neuroscience (96); Research Methods in Psychology (92); Cognitive Neuroscience (89)

Bachelor of Science, Psychology, Fudan University 2017 – 2022
Key Courses: Introduction of Cognitive Neuroscience (A); Psychology of Decision Making (A); Psychometrics and Its Application (A)

Research Experience

Semantic Retrieval And External Attention (manuscript in preparation) Dec 2024 – present
Supervisor: Dr. Xiaoying Wang, Beijing Normal University

- **Summary:** Spearheaded an **fMRI** study probing neural overlap and dissociation between selective retrieval of semantic memory and external (perceptual) attention. Data collection complete; analyses near completion; manuscript drafting initiated.
- **Methods**
 - **Experimental Design:** Parallel two-session paradigm — semantic task vs. non-semantic task;
 - **fMRI Data Analyses:** Preprocessing; Univariate Analysis; Decoding; Representational Similarity Analysis
- **Key Contributions**
 - **Contributions:** Conducted literature review; Formulated research question; Designed fMRI experiment; Recruited participants (n=21); Served as MRI lead (scanner operator); Performing data analysis; Drafting manuscript (in progress).

Awards & Honors

Graduate Scholarship (Second Class) *Beijing Normal University, 2024*
Ranked 1st in the Psychology-major exam for the National Postgraduate Entrance Examination *Beijing Normal University, 2023*
Outstanding Graduate Award (Third Class) *Fudan University, 2022*

Leadership & Outreach

Science Communicator & Content Creator 2023 – present
– Authored over 20 technical tutorials on a social media platform (Xiaohongshu), demystifying fMRI analysis (SPM, MVPA) for a community of over 1,500 students and early-career researchers.

Vice Captain, Fudan University Host Team 2018 – 2021
– Co-led a team of more than 20 members, organizing weekly training sessions on public speaking.

Skills

Programming MATLAB, E-Prime, SPSS, Python
Neuroimaging fMRI experiment design and data analysis (preprocess, univariate analysis, MVPA)
Languages English (IELTS: 7.0), Mandarin (Native)
Lab Skills Participant Recruitment, Experiment Management