

# Felicia Zhang

ffyyzzz.github.io

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609-721-5473

## EDUCATION

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### Princeton University

2015 – 2020 (Expected)

Ph.D. Student in Cognitive and Developmental Psychology

### University of Toronto 2010 – 2014

Honors B.Sc. with High Distinction in Psychology Research Specialist Program

## PROFICIENCIES

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**Technical:** R, Python, PostgreSQL, Tableau, Shiny, MATLAB, Airflow, Redshift

**Skills:** Statistics, A/B testing, hypothesis testing, supervised learning models, ETL, natural language processing, data visualization, eye tracking methodology, project management, mentoring

## EXPERIENCE

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### Data Science Intern

June 2019 – August 2019

Parachute Health

- Built predictive models using large sets of data to understand user behavior and help drive product and design decisions
- Collaborated with engineers and product teams to better understand and improve existing products and enhance user experience
- Identified business problems and developed a solution to address each component systematically
- Created reports, dashboards and presentations that synthesized multiple data sets to facilitate company decision making

### Data Scientist

June 2018 – June 2019

Mindprint Learning

- Implemented supervised learning models to establish the relationship between company's product and standardized test scores
- Designed intuitive visualizations of predictive modelling results for business presentations
- Created R Shiny web application to display interactive visualizations

### Consultant

April 2018 – October 2018

Princeton Area Community Foundation

- Cleaned and merged data from 10 years of NJ Department of Education School Performance records
- Analyzed data to identify important features that predict chronic absenteeism (i.e. students that chronically miss school) in Mercer County
- Designed report summarizing significant research findings, which are used as baselines for a 5-year initiative in reducing chronic absenteeism

### Ph.D. Candidate

September 2015 – Present

Department of Psychology, Princeton University

- Conduct original research (i.e. A/B testing) to investigate how infants and adults learn
- Analyze data using various statistical procedures (e.g. correlations, t-tests, ANOVAs, regression analysis, mixed models)
- Collaborate with graduate students and post-docs on projects
- Mentor undergraduate students working in the lab
- Present research findings at international and local conferences
- Expert in eye-tracking methodology, data collection and analyses