

Bryan Sim

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EDUCATION

New York University

New York, NY

Doctor of Philosophy, Social Psychology

January 2017

Master of Arts, Psychology

May 2015

Awards: MacCracken Fellowship for full funding over 5 years

University at Buffalo, SUNY

Buffalo, NY

Bachelor of Arts, Psychology, GPA 3.975

May 2012

Awards: CAS Outstanding Senior Award (top graduate in psychology), Feldman Cohen Award for best honors thesis

Singapore Polytechnic

Singapore

Diploma, Marine Engineering

May 2007

PROFESSIONAL EXPERIENCE

Product Manager

May 2017—Present

Owler

San Mateo, CA

- Managing initiatives to improve retention by increasing user contributions, and engagement

Product Manager

October 2016—February 2017

OpenUp

New York, NY

- Led the design and prototyping of a consumer-facing browser extension
- Spearheaded a data analysis campaign involving > 14,000,000 points of user data for a major TV network

Graduate Researcher

September 2012—January 2017

Motivation Lab, NYU

New York, NY

- Mentored over 20 research assistants, instructing them on experimental protocol, research methods, and statistics
- Designed and executed numerous studies in the lab, field, and online to study how people compete with one another

UX Consultant

September 2016

Hater App

New York, NY

- Constructed a user journey map that identified potential pain points and opportunities to create value

Statistics Consultant

June—September 2015

STEPS Lab, Teachers College, Columbia University

New York, NY

- Analyzed how interventions changed students' beliefs about intelligence across 3 studies, and prepared results for publication

Psychology Research Assistant

January 2011—May 2012

SUNY Buffalo

Buffalo, NY

- Conducted interviews, surveys, and physiological (e.g., using cardiovascular measures) studies to investigate psychological phenomena such as self-esteem, the effect of stereotypes on performance, and alcohol use

VOLUNTEER AND SERVICE EXPERIENCE

Volunteer Data Scientist

January 2016—Present

Heat Seek

New York, NY

- Developed algorithms in Python to process > 8,000,000 rows of sensor data and produce analytics and diagnostics

Instructor

January—December 2014

Bike New York

New York, NY

- Contributed over 100 hours teaching children and adults how to ride bicycles

PROJECTS (<http://portfolio.pew3.com>)

F.R.I.S.K.I.E.S (ProtoHack, 1st place)

April 2017

- Designed robot cat assassins
- Won hackathon

ADDITIONAL SKILLS

- Proficient in Python (e.g., numpy, pandas), SQL (postgres/mysql), and SPSS
- Working knowledge of R, HTML/CSS, some JavaScript and MATLAB, and shell/bash
- Statistical expertise includes ANOVA, linear regression/mixed models, longitudinal data analysis, A/B testing
- UX skills include user interviews, usability testing, survey design and execution, wireframing/prototyping