

# Bryan Sim

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## EDUCATION

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### 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

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### 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

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### 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>)

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### F.R.I.S.K.I.E.S (ProtoHack, 1<sup>st</sup> place)

*April 2017*

- Designed robot cat assassins
- Won hackathon

## ADDITIONAL SKILLS

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- 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