

Chaoyi Shi

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PROFILE

A cognitive science researcher with a strong passion for UX/UI and experience in experimental research and specialized in applying behavioral insights to design choice architecture to improve user experience and change people's behaviors. Skills include designing and testing behavioral interventions, conducting large-scale experiments, analyzing large datasets (e.g., in descriptive and inferential statistics), and suggesting solutions to challenges.

EDUCATION

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|---------------|---|----------------|
| M.A. | University of British Columbia (Cognitive Psychology) | 2021 – Present |
| B.A. (honors) | University of British Columbia (Cognitive Psychology) | 2016 – 2021 |

PROFESSIONAL EXPERIENCE

Behavioral Science Research Supervisor | *Behavioral Sustainability Lab* May 2021 – Present

- Conducting an ongoing project to examine how choice architecture (e.g., preselection default) influences financial decision-making, attention, and memory in a realistic scenario.
- Designing experiments with an eye-tracking technique (Bubbleview) to measure attention during decision-making.
- Designing, improving, and administering questionnaires using Qualtrics.
- Using PHP to create online websites, code the surveys and launch the study.
- Analyzing and visualizing data from over 2000 participants in R and summarizing and presenting the findings to lab members and leaders at UBC Decision Insights for Business & Society.

Behavioral Science Research Designer | *Foundations for Social Change* Jun 2020 – May 2021

- Conducted a follow-up study for the New Leaf Project to understand people's beliefs about the spending behavior of those who experienced financial scarcity and examined what interventions could be helpful to reduce or alleviate any misconceptions.
- Wrote 20+ pages of research protocols and reports; presented to lab members and PI during weekly meetings and to the department at the 2021 Psychology Undergraduate Research Conference (PURC).

Social Media Research Assistant | *Peer Relationship Lab* July 2019 – May 2020

- Worked on the Promoting Relationships in Social Media (PRISM) project and helped create an online tutorial which aims to boost positive affect among Instagram and Facebook users and their friends.
- Set up studies, recruited and ran participants in a lab setting and coded the collected videos and interviews.
- Analyzed data to study the moderating role of gender and symptom severity on the relationship between parenting style and aggressive behavior in children with Attention-Deficit/Hyperactivity Disorder (ADHD).

Behavior interventionist | *Inspired Learning Consulting* Mar 2019 – Jul 2019

- Directed one on one client-specific intervention with children to help modify challenging or disruptive behaviors by creating a fun and highly focused learning environment.
- Interviewed and evaluated children's mental and emotional hardships, assessed their learning progress and modified treatment plans accordingly.

Teaching Assistant | *Department of Sociology & Department of Psychology, UBC* Sep 2018 – Present

- Efficiently switching between multiple tasks (e.g., invigilating and grading exams, assisting recordkeeping in Excel and R, holding office hours to help students understand course materials and review exams, and reporting to the instructors).
- Encouraging students' self-improvement and celebrating their individuality during guest lectures and tutorials.

SELECTED TALKS AND CONFERENCE PRESENTATIONS

Shi, C. (2021, December). How does choice architecture influence attention and decision-making for lower- and higher-income individuals? *Talk presented at the UBC Decision Insights for Business & Society.*

Shi, C. (2021, December). An introduction to choice architecture, decision-making and nudge. *Guest lecture given at Cognitive Psychology.*

Shi, C., Zhuo, A., Forsy, B., Liu, Q. (2019, April). Affective influence of injunctive messaging on donation behavior.

MISCELLANEOUS (AWARDS, SKILLS, AND OTHERS)

Awards: UBC-Affiliated Fellowship (\$15,000), International Tuition Award (\$3,000), Trek Excellence Scholarship (\$1,000), Teaching and research assistantship (\$15,725), First Place for UBC 2017-2018 Poster Award

Academic achievements: major GPA 4.30/4.33, Psychology Honors Program (1/100 at UBC Department of Psychology), Dean's List, conducted multiple academic research and presented at conferences

Statistical analysis software: R, SPSS, Tableau, Excel

Graphic/Web design: Photoshop, Figma, HTML, CSS, PHP, JavaScript

Video editing: iMovie, Final Cut Pro, CapCut