Joanne Yeh

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EXPERIENCE

Product strategist with a background in experiment design and data-driven decision making.

Common Cents Lab, San Francisco, CA —

Senior Behavioral Researcher August 2017 - Present

Behavioral Researcher June 2016 - August 2017

Lead evidence-based design and execution of in-product and field experiments with financial technology companies, with the goal of rolling out scalable changes that measurably increase financial well-being. Experiments are designed by first doing a deep dive into their product or service from both a qualitative and quantitative approach, ideating with key executives on findings and improvements, and working with designers and engineers to implement a test of the product change. As a senior researcher, I train new members of the team in methodology and data analysis.

Chartcube (acquired by Anaplan), Burlingame, CA —

Data Science and Growth Intern

June 2014 - September 2014

Product analyst at a software startup, focusing on quantifying user behavior within a mobile product. Worked between engineering, product, and growth to implement a system that tracks user actions within the product, and displays the KPIs in a dashboard. Established user acquisition strategies based off of learnings from running A/B tests, data analysis, user interviews, and market research.

Rady School of Management, La Jolla, CA —

Lead Research Assistant

July 2013 - June 2014

Designed field and lab experiments to answer questions about financial decision-making, under Profs. Uri and Ayelet Gneezy. Started out monitoring and recruiting participants for lab sessions, culminated with designing research protocols and managing a team of 8 other research assistants to carry out a multi-location field experiment with a local business (Fairbanks Coffee Co). Paper: *Pay-What-You-Can v. Pay-What-You-Want: A Case in Utilizing Semantics to Implicitly Signal Intention.*

SKILLS

Product Strategy · Data Science · Experiments · UI/UX Design · Project Management · Presentations

TECHNICAL

<u>Code:</u> **Python (Pandas, Numpy, statsmodels, nltk), SQL (Postgres, SQLite), Jupyter Notebook, R, Git, Bash, HTML, CSS, Jekyll**

<u>Design:</u> **Sketch, InVision**

PRESENTATIONS

Applying Behavioral Economics in New York City VITA Sites (Report w. Robin Hood Foundation / Talk)

Fixing the SNAP System, from Application to Spend: Learnings from the field (Webinar / Blog)

Creating Short-Term Savings Opportunities: Goals, taxes, and 5-weekends (Webinar)

EDUCATION

University of California, San Diego, La Jolla, CA – *B.S. Joint Mathematics-Economics*

September 2012 - December 2015