

# Bryan Sim, Ph.D.

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## PROFESSIONAL EXPERIENCE

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### Product Manager Owler

May 2017—Present  
San Mateo, CA

- Lead a team to ensure that users and search engine bots have a great experience navigating Owler.com
- Increased organic traffic by more than 4x over the course of a year
- Responsible for creating and updating experimental roadmap for growth and conversion

### Product Manager OpenUp

October 2016—February 2017  
New York, NY

- Led the design and prototyping of a browser extension to track online store pricing
- Spearheaded a data analysis campaign for a major TV network

### Graduate Researcher Motivation Lab, NYU

September 2012—January 2017  
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

### Statistics Consultant STEPS Lab, Teachers College, Columbia University

June—September 2015  
New York, NY

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

## VOLUNTEER AND SERVICE EXPERIENCE

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### Volunteer Data Scientist Heat Seek

January 2016—Present  
New York, NY

- Developed algorithms in Python to process sensor data and produce analytics and diagnostics

### Instructor Bike New York

January—December 2014  
New York, NY

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

## EDUCATION

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### New York University

New York, NY

Doctor of Philosophy, Social Psychology

January 2017

Master of Arts, Psychology

May 2015

### 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

## PROJECTS

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

April 2017

- Designed robot cat assassins
- Won hackathon

## ADDITIONAL SKILLS

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- Daily use: Amplitude, Google Analytics/Search Console, Trello, Jira, Kibana
- Near daily use: Python (numpy, pandas), SQL (postgres/mysql), MongoDB
- Working knowledge: HTML/CSS, JavaScript, golang, shell/bash
- It's been a while: R, Ruby, MATLAB, SPSS
- UX skills include user interviews, usability testing, survey design and execution, wireframing/prototyping
- Statistical expertise includes ANOVA, linear regression/mixed models, longitudinal data analysis, A/B testing