

Bryan Sim, Ph.D.

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PROFESSIONAL EXPERIENCE

Product Manager Owler

May 2017—Present
San Mateo, CA

- Increased organic traffic by more than 4x over the course of a year
- Led the research, development, and launch of two core features, Newsfeed and Advanced Search
- Coordinated the rollout of Owler's new freemium business model to the entire user base

Product Manager OpenUp

October 2016—February 2017
New York, NY

- Led the design and prototyping of a browser extension to track online store pricing
- Conducted data analysis for a major TV network to track how exposure to advertising resulted in actual purchases

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

Volunteer Data Scientist Heat Seek

January 2016—June 2016
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

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

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

April 2017

- Designed robot cat assassins
- Won hackathon

ADDITIONAL SKILLS

- Daily use: Jira, Basecamp, Google Analytics/Search Console, Amplitude
- Near daily use: Python (numpy, pandas), SQL (postgres/mysql), MongoDB, Kibana
- Working knowledge: HTML/CSS, JavaScript, Sketch, Balsamiq, goLang, shell/bash, Wordpress
- 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