Tingting Liu

ting*t*liu@umich.edu • +1 (734) 747-3341

https://sites.lsa.umich.edu/tingtingliu

2476 Stone Road, Ann Arbor, MI

Seeking **full-time**, available after May 2020

Skills

- **7-year + Experience**: Qualitative & Quantitative Methods (Sampling, Survey & Experiment Design, Hypotheses Testing)
- **Topic Expertise**: Consumer Behavior, Motivation, Marketing, Emotion, Decision-making, UX Design
- **Language & Software**: Experienced in R, SPSS, SQL, Tableau, Qualtrics & Exposed to Python, Java
- **Statistical Storytelling**: Data Wrangling & Visualization, Significance Testing, Regression & Multilevel Models
  Dimension Reduction (PCA, EFA), Clustering

Education

University of Michigan, Ann Arbor, MI, USA

- Ph.D., Psychology - Cognition & Cognitive Neuroscience   2015 - 2020 (*exp.*)
- Graduate Data Science Certificate   2018 - 2020 (*exp.*)

Renmin University of China, Beijing, China

- M.Ed., Psychology   2012 - 2015

Sichuan University, Chengdu, China

- B.Eng., Computer Science and Technology   2008 - 2012
- B.M.S., Human Resource Management

Experience

Graduate Student Researcher, University of Michigan   2015 - Present

- Used data to answer questions on consumer motivation and decision-making over 10 studies, 7 grants, 4 manuscripts.
- Evidenced "cuteness" as a powerful feature to improve UX design & advertising effectiveness via systematic review.
- Proved "interaction" and "creation" increased product love over loss via fMRI task & complex data analyses (SPSS, Matlab).
- Proposed novel social motivations driving men's luxury consumption via experiment design & multilevel modeling (R).
- Identified most fearful & anxious contents as new factors to improve treatments of hoarding via survey design.
- Applied interpersonal skills in lab resources management, 20+ new researchers training, service as Departmental Associate.
- Organized YCAPSP Annual Conference (2017, 2018, 2019); Secured leading psychologists as speakers, designed panel discussions, & coordinated onsite process; Gathered 60+ social psychologists from US/Canada, Asia, Europe each year.
- Presented complex scientific concepts and results to technical and non-technical stakeholders (>300) through 3-year TA, reports, talks, national conference symposium (chair), and cross-disciplinary collaborations.

Insight Instructor, ViaX Online Education   2019 - Present

- Delivered online community lectures to 200+ non-technical audiences on psychology, branding, user experience, marketing.
- Mentored non-technical audiences on individual research projects from design to reports.

Course Designer/Instructor, University of Michigan   2019

- Designed from sketch & taught a 3-credit semester-long course: Evolutionary Consumer Psychology.
- Integrated latest findings from 4 research domains (marketing, UX design, biology, psychology) to show psychology behind branding, advertising, UX design, & marketing strategies via lectures, discussions, readings, activities and projects.

Graduate Student Researcher, Renmin University of China   2012 - 2015

- Addressed demographic difference in altering attention, consumer motivation & economic decision-making via 4 studies.

Undergraduate Research Fellow, Sichuan University, Data Mining & Knowledge Engineering Lab   2010 - 2012

- Researched similar trajectory searching, text mining, Entity–Relationship diagram & structure design(3 publications).

Selected Publications (out of 5)

- Xing, C., **Liu, T.**, Zhang, X. (2015). Pro-social Behaviors in Emergencies: Mating Motive Changes Men and Women's Heroic Helping Tendencies Differently, *Journal of Psychological Science*. *38*(1), 172-178.
- **Liu, T.**, Xing, C. (2015). *Does He or She Make You a Shopaholic? Mating Motive Elicits Conspicuous Consumption*. Asian Association of Social Psychology Conference Proceeding.