

# DANIEL KING, PHD

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## SUMMARY

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Behavioral scientist with a PhD in cognitive psychology and MS in statistics, experienced in quantitative and qualitative user behavior research in the fields of finance, product design, and academia. I specialize in analyses that triangulate behavioral analytics, survey data, and primary research by designing end-to-end research programs that leverage experiments, large-scale surveys, log data, and statistical modeling (regression, ANOVA, multi-level modeling) via SQL, Python, and R. Proven ability to distill complex data and behavioral findings into clear, actionable insights that inform business decisions, while leveraging AI to expedite workflows and maximize impact.

## EXPERIENCE

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**Marshall Wace** | New York, NY

January 2024 - April 2026

*Behavioral Risk Analyst (Data Analyst)*

- Defined and operationalized quantitative behavioral metrics via 10+ dashboards, enabling data-driven decision-making using large-scale transactional and user behavior datasets
- Built and deployed a large-scale experimental assessment platform, integrating behavioral and self-reported data to evaluate decision-making patterns, improving target hiring metrics by 5% in one year
- Conducted behavioral data analysis for portfolio management teams (log data, transactional data) to identify drivers of user decision-making, leveraging regression and multivariate statistical methods
- Engineered pipelines using SQL and Python that integrate large daily transaction and portfolio datasets for behavioral modeling
- Leveraged AI tools to accelerate coding, analysis, and insight generation, improving research efficiency and turnaround time by 50%

**Northwestern University** | Language and Cognition Lab | Evanston, IL

September 2017 - June 2023

*Quantitative Behavioral Researcher*

- Designed, programmed, and executed 20+ quantitative experiments to investigate user behavior, applying rigorous experimental design and hypothesis testing and culminating in a peer-reviewed publication of a new model of language processing
- Analyzed experimental datasets using robust statistical modeling techniques (e.g., linear and nonlinear regression, mixed effect models, nonparametric approaches), leading to the discovery of novel metrics predicting language use
- Automated large-scale behavioral and linguistic analyses using Python, R, and custom NLP pipelines, decreasing turnaround time from weeks to minutes, improving accuracy, and reducing labor costs
- Regularly communicated findings to both technical and non-technical audiences, converting complex data into clear narratives with visualizations and reports, including 6 peer-reviewed publications and 7 conference presentations to interdisciplinary audiences

**The Red Bee Group** | Chicago, IL

January 2022 - October 2022

*Data Analyst (Contracted consultant)*

- Built and fielded large-scale surveys (20,000+ respondents), uncovering key factors impacting women lawyers' career trajectories
- Analyzed survey results and translated statistical findings into comprehensive reports used to inform client DEI initiatives

**Psychoacoustics Lab | University of Connecticut Health Center** | Farmington, CT

June 2015 - August 2017

*Research Assistant II, Neuroscience*

- Designed and implemented automatic data collection and QA processes for 2-3 neuroscience studies simultaneously

**Product Ventures** | Fairfield, CT

September 2012 - June 2015

*Manager, Consumer & Market Research*

- Translated client objectives into end-to-end research programs, uncovering consumer needs, behaviors, and purchase drivers used to inform design recommendations covering the entire product lifecycle
- Moderated over 15 online, in-store, and in-home interviews and focus groups assessing product usability and purchase drivers
- Collaborated cross-functionally with designers, engineers, and marketers to deliver compelling design recommendations

## SKILLS

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- Programming & data analysis: SQL, Python (Polars, Pandas, NumPy, Jupyter), R, Git, Claude Code, Excel
- Statistics: linear regression, logistic regression, multi-level modeling, nonparametric methods, ANOVA, *t*-tests, survey analysis
- Quantitative research: experimental design, A/B testing, behavioral research, survey design, Qualtrics, Amazon MTurk
- Qualitative research: focus groups, ethnographies, contextual interviews, usability testing, mixed-methods research

## EDUCATION

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**Northwestern University** | Ph.D. — Cognitive Psychology

**Northwestern University** | M.S. — Statistics

**University of Connecticut** | B.A. — Cognitive Science