Zoe Loh

zloh@ucmerced.edu | 510-709-6180 | Merced, CA | zoeloh.com

Education

University of California, Merced | Ph.D. Management of Complex Systems
Merced, CA | Aug 2021- Expected May 2026
M.S. Management of Complex Systems | December 2023
Awards: **J. Frank Yates Student Conference Award** ($1,000 award to support presentation at the Psychonomic Society Annual Meeting)

University of California, Davis | B.S. Cognitive Science with Highest Honors
Davis, CA | Sep 2017- Jun 2021
Awards: **Cognitive Science Outstanding Senior** (one of two seniors in the program selected for exemplary scholarship), **Pepsi Non-Athletic Scholarship** ($2,500 financial award for academic merit), **Provost Undergraduate Fellowship Award (**$823 financial award for conducting an independent research project)

Experience

University of California, Merced | Graduate Student Researcher
Aug. 2021- Present
- **Toward Evacuation Training in Virtual Reality: Requirements Gathering for Wildfire Experiences** [Publication]
  Performed qualitative analysis (thematic analysis) of interview data collected from 10 wildfire evacuees to identify regrets and needs to inform VR evacuation training design. Themes of Communication, Reflection, and Item Management emerged as critical.
- **Physiological Processing, Perceived Effort, and Recall Performance for Information from Social Media Scrolling Feeds** [Poster]
  Collected and analyzed behavioral and physiological (eye-tracking) data from 150+ participants to assess how different formats of digital information (a PDF vs. a simulated social media feed) affect how people process and remember information. While people preferred the social media format, there was no difference between formats in terms of recall performance.

Lawrence Livermore National Laboratory | Deputy Team Lead
July 2023
- Compared performance of various machine learning techniques for classification of irregular ECG signals (heartbeats) and reconstructed activation times on a simulated heart. Convolutional neural network had the highest accuracy with a 16% gain in mean accuracy over logistic regression.

University of California, Merced | Teaching Assistant
Jan. 2022- May 2022
Data Analysis & Optimization
- Received an 89% overall rating from student evaluations

University of California, Davis | Research Assistant
Jan. 2019 - Aug. 2021
- **Working Memory Control Predicts Fixation Duration in Scene-Viewing** [Publication]
  Performed statistical analysis on data collected from 100 participants to examine the relationship between memory and eye movement behavior in real world scene images. Found that people with worse working memory tended to have longer periods of gaze stability when viewing scene images.

Skills

Programming Languages and Tools: R, Python, Qualtrics, Microsoft Office, Canva
Research Methods: surveys, experiments, interviews, user studies
Scientific Writing and Communication: peer-reviewed publication, conference presentations, guest lecture