

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

Expected May 2026

M.S. Management of Complex Systems

December 2023

Awards: UC President's Dissertation Year Fellowship, J. Frank Yates Student Conference Award

University of California, Davis | B.S. Cognitive Science with Highest Honors
Davis, CA

June 2021

Awards: Cognitive Science Outstanding Senior, Pepsi Non-Athletic Scholarship, Provost Undergraduate Fellowship Award

Research Experience

University of California, Merced | Graduate Student Researcher

August 2021- Present

- **User Perceptions of Information Across Social Media Platforms**

Collected and analyzed behavioral data from 150+ participants to investigate how user perceptions of information quality vary across different social media platforms.

- **Toward Evacuation Training in Virtual Reality: Requirements Gathering for Wildfire Experiences** [[Publication in Human Factors Proceedings](#)]

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** [[Master's Thesis](#)]

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.

University of California, Davis | Research Assistant

January 2019- August 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.

Professional Experience

Lawrence Livermore National Laboratory | Data Science Challenge 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

January 2022- Present

- Courses: Introductory Data Analytics, Data Analysis and Optimization in R, Cognitive Engineering
- Led lab and discussion sessions, held office hours, supported instruction, and provided feedback on projects for 150+ students across multiple courses

Skills

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