

# Yu Luo

Web: <https://yuluo.psych.ubc.ca/>

Mobile: (+1) 604-782-8305

Email: [yuluo2008@hotmail.com](mailto:yuluo2008@hotmail.com)

## PROFILE

---

A behavioral scientist with eight years of experience in experimental research and specialized in applying behavioral insights to inform policy and change people's behaviors. Skills include designing and testing behavioral interventions, analyzing large datasets, conducting large-scale experiments, and suggesting solutions to challenges.

## EDUCATION

---

Ph.D.	University of British Columbia (Cognitive Science)	2018–2022 (expected)
M.A.	University of British Columbia (Cognitive Science)	2016–2018
B.Sc.	University of British Columbia (Behavioral Neuroscience)	2012–2015

## PROFESSIONAL EXPERIENCE

---

**Survey Designer**, *Graduate Student Society (GSS)* July 2019- Dec. 2021

- Consulting with members of the GSS and collaborating with pertinent agencies within and outside the university to develop the annual graduate students' satisfactory survey.
- Analyzing and visualizing data from over 1000 students in R and PowerBI and summarizing and presenting the findings to GSS members and stakeholders across the university.

**Behavioral Scientist**, *Fraser Health* May 2019-Mar. 2020

- Consulted with facilities managers at four major hospitals in Metro Vancouver to understand the recycling process of major waste streams.
- Built a forecasting model to estimate the wastes diversion rate in Excel and proposed new policies to standardize recycling vendors for all acute care sites in Metro Vancouver.
- Developed an online recycling game to engage and train hospital staff with the new recycling program.

**Behavioral Scientist Intern**, *KPMG & Ocean Wise* July 2018-Aug. 2019

- Led a team of eight research assistants to reduce plastic waste at KPMG Vancouver offices and suggested new methods to increase pro-environmental behaviors among the employees.
- Reduced 20% of the single-use plastics on each floor on average in the office building using three behavioral interventions which were recommended to other offices across Canada after the project.
- Presented the findings to the employees (>250 people attended) and at three international conferences.

**Analytics Consultant**, *WATT Consulting Group* July-Aug. 2018

- Developed an automated emailing package in R for the city of North Vancouver.
- Recommended the steps of data collection and explained the package to the member of the WATT group.

**Behavioral Scientist Intern**, *BC Hydro* Jan 2018-Sep.2019

- Examined the impact of a new LED lighting system on high school students' well-being and cognitive functions.
- Coded the surveys using PHP, collected survey responses from students, and interviewed teachers.
- Presented the impacts of the new LED lighting system at the school and the BC Hydro head office.

## SELECTED PUBLICATIONS

---

Luo, Y., Soman, D., & Zhao, J. (2021, May 27). A meta-analytic cognitive framework of nudge and sludge.

<https://doi.org/10.31234/osf.io/dbmu3>

Zhao, J. & Luo, Y. (in press). A framework to address cognitive biases of climate change. *Neuron*

Luo, Y., Douglas, J., Pahl, S., & Zhao, J. (in press). Reducing plastic waste by visualizing marine consequences. *Environment and Behavior*.

## MISCELLANEOUS (SKILLS, AWARDS, AND OTHERS)

---

*Awards*: ECCC Zero Plastic Waste Initiative (\$80,000, 1/14 in Canada), SSHRC Doctoral Fellowships (Total: \$80,000, 1/5 of a pool of 2000 applicants), Cordula and Gunter Paetzold Fellowships (Total: \$36,000)

*Academic achievements*: published six papers in academic journals and presented at 20 international conferences

*Statistical analysis software*: R, MATLAB, SPSS, Excel, Power BI, Python, SQL

*Graphic/Web design*: Illustrator, Photoshop, InDesign, HTML, CSS, PHP, JavaScript