

LAURA ZANESKI

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Adaptable and detailed-oriented professional with over six years of experience in various human behavior research laboratories. Skilled in managing people, collaborating with others, and finding problems before they occur. Pioneers new documentation systems to ensure clear communication and training for new employees.

EDUCATION

Masters of Behavioral and Decision Sciences | University of Pennsylvania

Expected May 2024

- Consumer Behavior, Marketing, and E-Commerce Nudge Unit Leader from Fall 2022 – Spring 2023; Managed 45 peers
- GPA: 3.9

Bachelor's Degree in Psychology with Minor in Cognitive Neuroscience | Temple University

Fall 2018

- Honor's Thesis: Exploratory behavior in foraging task links real world risk-taking and digital media use
 - GPA: 3.73
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EXPERIENCE

Research Specialist | Kable Lab | University of Pennsylvania

June 2019 – Present

- Management: Coordinating lab meetings & lab members. Interviewing new employees. Creating & organizing documentation. Implemented complex financial organization.
- Human Behavior Research: Assisted with data collection, experience with various experimental methods (survey, behavioral tasks, eye-tracking, fMRI, pharmaceutical, etc.). Data cleaning and analysis using RStudio.
- Design Focus: Created a new lab website with self-designed images. Advise and revise presentations and posters given from lab members. Devised personal audio interviews and edited into podcast format.

Laboratory Coordinator & Honors Research | Control and Adaptive Behavior Laboratory | Temple University

January 2018 – July 2019

- Human Behavior Research: Created a self-made foraging task within StarCraft to test exploratory behavior. Developed Python code aid in behavioral analysis. Administrated and analyzed data within surveys testing impulsivity, sensation seeking, risk-taking and technology use.

Laboratory Intern | Infant and Child Lab | Temple University

January 2017 – December 2017

- Human Behavior Research: Assisted with transcribing data for a language study between parents and their children. Assisted with inputting data for language learning study using TOBI eye tracking software.
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SKILLS

- Microsoft Office Suite
- Adobe Acrobat, Premiere Pro, Photoshop & Illustrator
- RStudio & Python Coding
- Prompt Communication
- Exceptional Presentation Skills (Live & Virtual)
- Adept Problem-Solving Ability