

Zhuo (Zoe) LI

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EDUCATION

University of Michigan, Ann Arbor

Aug 2022 – May 2025

- Major: **Biopsychology, Cognition, and Neuroscience** | GPA: **4.00/4.00**
- Minors: Statistics and Economics

Beijing University of Technology, China

Sept 2020 – Jul 2022

- Major: Finance | GPA: 3.90/4.00

CONFERENCES & PUBLICATIONS

Zhou, Q., Kim, E., **Li, Z.**, Chakravarthy, S., & Polk, T. (April 2024). *Auditory Performance in Older Adults is Related to GABA and Glutamate/Glutamine Concentration in Auditory Cortex*. **[Poster presentation]**. Cognitive Neuroscience Society (CNS) 31st Annual Meeting, Toronto, CA.

Li, Z., & Scott, C. F. (April 2023). *Teen Talk: Understanding Emoji Meaning and Communication of Feelings*. **[Poster presentation]**. Undergraduate Research Opportunity Program Symposium, University of Michigan.

RESEARCH EXPERIENCE

Computational and Cognitive Neuroscience Lab, University of Michigan

Ann Arbor, MI

Research Assistant, *Advisor: Dr. Thad Polk*

Jan 2023 – Present

Michigan Neural Distinctiveness (MiND) Study (R01AG050523)

Honors Project: GABA levels, Neural Distinctiveness, and Memory Performance in Older Adults

- Led and performed neuroimaging and behavioral experiments to examine brain activation for objects vs. scenes to investigate whether GABA level can predict memory performance via neural distinctiveness in older adults
- Analyzed fMRI and MRS data on FreeSurfer and Gannet; calculated neural distinctiveness on MATLAB
- Conducted analysis to test the relationships between GABA levels, neural distinctiveness, and memory performance on R, for total 106 participants

Project: GABA and Glx Concentration in Auditory Cortex and Hearing Loss in Older Participants

- Created 4 MATLAB scripts for MRS (GABA/Glx) data quality control; conducted regression tests on GABA, GLX, and auditory performance on MATLAB

Other Experiences:

- Conducted phone screening for participation eligibility, behavioral and neuroimaging data management with R and for 50 participants
- Trained 2 junior RAs (initials: IB, CT) on recruitment through Ripple Science, assessment scoring (WAIS, fTORT, Rivermead, List Sorting), data management in R and Qualtrics

Culture and Cognition Lab, University of Michigan

Ann Arbor, MI

Research Assistant, *Advisor: Dr. Shinobu Kitayama*

Feb 2024 – Present

Project: Cultural differences in how the brain processes object-context relationships with typical and atypical priming measured by N400

- Recruited participants through SONA and social media and performed in-person EEG data collection & quality control on BioSemi
- Conducted literature review on cultural differences in visual information processing
- Trained 3 junior RAs (initials: GK, DB, SJ) on running the perception task on E-Prime and EEG operation

University of Michigan School of Information

Research Assistant, *Advisor: Dr. Carol F. Scott*

Ann Arbor, MI

Oct 2022 – May 2023

Project: Teen Social Media Use & Wellbeing

- Coded online survey responses from 119 teenagers over 30 days, analyzing their daily emotions and the emojis they use. Designed in-person interview questions to explore the implicit meanings of emojis
- Proposed a usage-based theory framework to better understand the interpersonal dynamics in online communication via emoji

SKILLS

- **Computational skills:** R, Python, MATLAB, SQL, SPSS, C++
- **Experiment skills**
 - Neuroscience: fMRI analysis (FreeSurfer, FSL, SPM), MRS (Gannet, Osprey), EEG (task design on E-Prime, data collection on BioSemi)
 - Behavioral: National Institute of Health Toolbox Cognition Battery (NIHTB-CB), Qualtrics, Ripple Science
- **Other:** GitHub, LaTeX
- **Language:** Mandarin (native), English (professional)

AWARDS & HONORS

James B. Angell Scholar (for academic excellence), University of Michigan	2024
Merit Student (for academic excellence and campus activities leadership), BJUT	2020 – 2022
The First Prize, 2021 China 5MINS Academic Research Presentation Competition	2021
The First Prize, Global Management Challenge China Competition	2021

OUTREACH & SERVICE

International Center, University of Michigan

Ann Arbor, MI

Peer Advisor

Jul 2024 – Sep 2024

- Organized in-person information sessions for over 400 incoming students, offering guidance on campus life

Chinese Psychology Student Association, University of Michigan

Ann Arbor, MI

Event Associate

Oct 2022 – May 2024

- Coordinated events for over 300 participants, including speed dating and peer support groups

PROFESSIONAL EXPERIENCE

Family Business Audiocast

Remote

Content and Operations Intern

Apr 2024 – Aug 2024

- Worked closely with 30 global family office leaders to plan scripts for biweekly LinkedIn live podcast
- Created media content strategies, such as weekly newsletters, boosting LinkedIn analytics by 40%

Deloitte China

Beijing

Management Consulting Summer Intern

May 2023 – Aug 2023

- Developed a SQL algorithm for client segmentation at China Everbright Bank across its 39 branches
- Identified over 100 key potential clients by researching their monthly deposit and growth trajectory