

Bob Spunt, Ph.D.

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I use science and technology to understand people like you and me.

Education

PhD, Experimental Psychology, University of California, Los Angeles 2005-2011

BA, Psychology & Rhetoric, University of California, Berkeley 1999-2003

Experience

Senior Data Scientist, Digital Imaging, Adobe Corp. 2022-Present

- Conducted large-scale analytics of user behavior in Adobe Lightroom and Photoshop using SQL, Python, Splunk, and JavaScript in both on-prem and cloud (DataBricks, Airflow) computing environments
- Designed and built product usage dashboards in Tableau, PowerBI, and Adobe Analytics
- Collaborated with product stakeholders and leadership to define A/B testing & measurement strategy for product led growth; conducted test readouts and deep dives; and discovered growth opportunities using predictive modeling of customer behavior

Principal Data Scientist, Oracle Design Research, Oracle Corp. 2018-2022

- Led cross-functional initiatives to design and build measurement frameworks, analytics pipelines, and dashboards for delivering quantitative user experience insights across 100+ enterprise web applications

Data Scientist, Snap Research, Snap Inc. [Contract] 2017-2018

- Developed models of product engagement and retention with qualitative and quantitative customer data

Postdoctoral Scientist

California Institute of Technology 2012-2017

University of California, Los Angeles 2011-2012

- Led interdisciplinary empirical research on human cognition and emotion and their neural bases using experimentation, fMRI, personality assessments, surveys, and performance evaluations
- Authored 20+ peer-reviewed papers in prestigious scientific journals, including *Nature*, *PNAS*, *Psychological Science*, and *Journal of Neuroscience*
- Presented numerous research talks and posters annually at international scientific conferences
- 30+ open-source repos on GitHub sharing custom-made scientific software tools and research materials

Skills

Research Psychometrics, Experimental Design, A/B Testing, Statistics, Measurement, User Experience, Cognitive Neuroscience, Product Analytics, Visualization, Data Mining, Predictive Modeling

Computing Python, SQL, Spark, JavaScript/HTML/CSS, MATLAB, Shell, SVG

Tools Git, Splunk, Adobe Analytics, DataBricks, Chrome API, Tableau, PowerBI