

Zhenghao Lu

zhenghao_lu@outlook.com | +86 155 8086 3265

SUMMARY

Psychology master's graduate with experience in survey research, behavioral experiments, user behavior analysis, data cleaning, statistical modeling, and research report writing. Familiar with the full research workflow, including problem definition, research design, participant recruitment, data analysis, and presentation of findings. Proficient in R, SPSS, Mplus, Psychopy, and Microsoft Office, with hands-on experience using AI tools to support literature review, analytical script generation, report structuring, and lightweight prototype validation. Skilled at deriving actionable insights from user behavior and psychological mechanisms, and translating complex research findings into clear, practical recommendations for product, content, and business decisions.

EXPERIENCE

Editor & Neuroscience Data Processing Engineer

Sep 2025 - Mar 2026

Changsha Mingchuang Technology Company

Changsha, Hunan

- **User Needs Analysis:** Analyzed user needs and planned content topics for psychology and neuroscience-related materials, transforming academic papers into accessible and engaging content products based on the information needs of target audiences
- **Behavioral Metrics Analysis:** Analyzed user preferences through behavioral metrics such as page views, completion rate, shares, and saves; optimized headlines, content structure, and writing style; and developed systematic topic-planning strategies
- **Insight Translation:** Identified the comprehension barriers and key interests of different user groups, translating complex research findings into clear insights, content recommendations, and topic frameworks
- **Workflow Standardization:** Developed reusable content templates, editorial guidelines, and SOPs to improve cross-project delivery efficiency and output consistency
- **Data Processing:** Participated in the development of EEG data processing workflows, including data cleaning, quality control, standardized output, and batch-processing script maintenance, strengthening data processing and workflow standardization capabilities

Part-time Lecturer & Psychological Counselor

Sep 2023 – Jan 2024

Hunan International Economics University

Changsha, Hunan

- **Course Delivery:** Taught the undergraduate course *Mental Health and Education*, integrating psychological theories with educational contexts to enhance students' understanding and practical application
- **Student Counseling:** Worked at the university psychological counseling center, providing individual counseling for students with concerns related to academic stress, emotional regulation, and interpersonal adjustment
- **Learning Experience Design:** Designed classroom activities, feedback mechanisms, and learning assessment processes; observed student engagement and comprehension difficulties, and adjusted teaching content and communication methods accordingly
- **Learning Assessment:** Conducted learning assessments and process management to strengthen students' understanding of core concepts

EDUCATION

Hunan Normal University

Sep 2022 - Jun 2025

M. Ed., Psychology

Changsha, Hunan

- **Coursework:** Advanced Psychological Statistic, Experimental Design and Data Analysis, Research on Psychological Methodology, Monographic Research in Personality and Social Psychology.

Hunan University of Arts and Science

Sep 2018 - Jun 2022

B. Sc., Chemistry

Changde, Hunan

- **Coursework:** Inorganic Chemistry, Organic Chemistry, Physical Chemistry, Structural Chemistry.

Languages and Skills

- **Languages:** IELTS 7.0 (Listening: 7.0, Reading: 7.5, Speaking: 6.5, Writing: 6.0)
- **Software and Tools:** R, Mplus, SPSS, MATLAB, Microsoft Office, Psychopy
- **Data and Analytical Skills:** Data cleaning and quality control, multilevel linear modeling, latent profile analysis, structural equation modeling, data visualization, and research report writing
- **AI-Assisted Research:** Proficient in using AI tools such as ChatGPT, Claude, and Codex for research material organization, coding assistance, data analysis script generation, report drafting, and rapid product prototype validation

RESEARCH EXPERIENCE

Subjective Well-being, Hope, and Academic Stress in High School Students

May 2024 - Oct 2025

Co-Principal Investigator

- **Longitudinal Research:** Participated in a 7-day daily diary study examining within-person fluctuations in subjective well-being, hope, academic stress, and daily need satisfaction among high school students.
- **Data Quality Control:** Screened, cleaned, and structured repeated-measures data to ensure accuracy, completeness, and readiness for subsequent statistical analyses.
- **Statistical Modeling:** Conducted multilevel modeling in R to distinguish within-person changes from between-person differences and identify dynamic associations among daily psychological variables.
- **Research Communication:** Contributed to result interpretation, data visualization, and manuscript preparation for submission.

Latent Profiles of Job Burnout among Female Kindergarten Teachers

Jan 2024 - Dec 2025

Co-Principal Investigator

- **Person-Centered Analysis:** Conducted latent profile analysis (LPA) in R to identify distinct burnout profiles among female kindergarten teachers.
- **Model Evaluation:** Compared profile solutions using fit indices and theoretical interpretability to determine the optimal classification structure.
- **Post-Profile Analysis:** Compared burnout dimensions and related variables across latent profiles using BCH-style procedures and post-profile inference.
- **Data Visualization:** Visualized profile patterns and between-profile differences in R to support interpretation and research communication.

The Relationship Between Subjective Socioeconomic Status and Aggression

Feb 2023 - May 2025

Master's Dissertation | Supervisor: Prof. Yunshi Peng

- **Research Design:** Independently designed and conducted one survey study and two behavioral experiments to examine how subjective socioeconomic status and collectivism influence relative deprivation and aggressive behavior.
- **Experimental Programming:** Programmed behavioral tasks using Psychopy and managed the full process of participant recruitment, data collection, data cleaning, and quality control.
- **Statistical Modeling:** Conducted mediation and moderation analyses using Mplus and SPSS to test theoretical models linking SES, relative deprivation, collectivism, and aggression.
- **Behavioral Insight Generation:** Translated experimental and statistical findings into interpretable insights on how perceived social position and cultural orientation shape emotional and behavioral responses.

AWARDS & HONORS

Post-Graduate Academic Scholarship

2022, 2023, 2024

Third Prize in National College Students' Psychology and Behavior Online Experiment Elite Competition

2023

ACADEMIC CONFERENCES

Zhenghao Lu (2024). *New Trends in Positive Psychology: Beyond Happiness*. 2024 Annual Meeting of the Theoretical Psychology and History of Psychology Committee, Chinese Psychological Society, Nanjing Normal University, Nanjing, China.