Nayong Quan

Iowa City, IA, 52240

EDUCATION

The Wharton School, University of Pennsylvania, Philadelphia, PA
HR Management and Analytics Certificate   October 2019

Teachers College, Columbia University, New York City, NY
Master of Arts in Social-Organizational Psychology   May 2019
Teachers College Scholarship (2017, 2018)

Tippie College of Business, the University of Iowa, Iowa City, IA
Bachelor of Business Administration in Accounting & Management Information Systems   August 2015
National Scholars Award (2010 – 2014)

RESEARCH INTERESTS

I am interested in applying machine learning, network analysis, and psychometrics to understand the impact of power, status, and diversity in creating an organizational environment that fosters innovation and collaboration.

PUBLICATIONS

Gross, G., Ling, R., Richardson, B., & **Quan, N.** (in press). In-person or virtual training? Comparing the effectiveness of instruction in two delivery platforms. *American Journal of Distance Education.*

ONGOING RESEARCH PROJECTS

1.   Iowa's Treatment for Individuals Experiencing Homelessness (IA-TIEH)   2020 – 2025
Grant: The Center for mental Health Services (CMHS), Substance Abuse Mental Health Services Agency (SAMHSA) | Grant No.: SM80776 | Total Funding: $10,393,000 | PI: Dr. Brad Richardson
Abstract:
This project proposes to advance an informed and integrated program with six local agencies and the Iowa Department of Public Health for over 1,250 homeless and at-risk adults who experience co-occurring substance use and mental health disorders until the year 2025. The evaluation efforts include but are not limited to designing instruments, collecting data, and ensuring data quality to observe and analyze changes over the program duration at admission, reassessment every 6-months, and discharge. The purpose of the evaluation is to assess changes in the served patients and improve the program's effectiveness.

2. Stabilizing Homeless to Achieve Recovery Capital (SHARP)   2018 – 2023
Grant: The Center for Substance Abuse Treatment (CSAT), Substance Abuse Mental Health Services Agency (SAMHSA) | Grant No.: TI080490 | Total Funding: $9,506,438 | PI: Dr. Miriam Landsman
Abstract:
This project is designed to assess, assist, stabilize, and monitor 150 homeless individuals and families with substance use disorders and co-occurring disorders to access and achieve permanent housing status in Iowa over five years since 2018. The evaluation process involves coordinating and analyzing client, service, and system data through interviews and surveys. Cross-tabulation and multivariate regression analysis are utilized to assess 1) relationships among client needs, service delivery, and service referrals and 2) changes in abstinence from use, housing status, social connectedness, employment status, and criminal justice involvement from intake to 6-month post-intake.

GRANT REPORTS

Quan, N., & Richardson, B. (April 2021). TIEH Annual Report. (Grant #SM80776). Iowa City, IA; Iowa Consortium for Substance Abuse Research and Evaluation. Report for Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services.

Quan, N., & Landsman, M.J. (April 2021). SHARP Biannual Report. (Grant #TI080490). Iowa City, IA; Iowa Consortium for Substance Abuse Research and Evaluation. Report for Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services.

Quan, N., & Landsman, M.J. (December 2020). SHARP Biannual Report. (Grant #TI080490). Iowa City, IA; Iowa Consortium for Substance Abuse Research and Evaluation. Report for Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services.

RESEARCH EXPERIENCE

The Iowa Consortium for Substance Abuse Research and Evaluation, Iowa City, IA   June 2020 – Present
Research Specialist / Data Manager (June 2021 – Present)
PI: Dr. Brad Richardson & Dr. Miriam Landsman
- Analyze the impact of treatment services on patients' outcome measures, such as substance use and housing stabilization, with data collected from pre-post assessments through regression analysis
- Conduct a multilinear regression analysis to test whether variables like gender, income level, and education account for the change in knowledge gain
- Devise patient recruitment and engagement analytics strategies in collaboration with six local treatment providers, gaining the first insight into when and how patients interact with the services
- Conduct social network analysis to examine the strengths of networks among local treatment providers
- Write biannual and annual grant reports, ensuring accurate data and analysis, correct grammar, and proper formatting
- Supervise two research assistants and interns by providing directions and feedbacks on assigned tasks, offering administrative support, and conducting performance evaluations

Research Associate / Program Evaluator (June 2020 – May 2021)
- Interviewed 15+ stakeholders to gather feedback on the program progress annually and conduct content and heatmap analysis to find common areas for improvement
- Designed instruments and interview protocols by examining the gaps in current and required measures
- Assessed change in knowledge attainment after training sessions through a pre-test and post-test design
- Automated data reporting processes by developing Power BI, SPSS, R, and Excel macro reporting templates for weekly, biweekly, monthly, biannual, and annual reports, achieving a 50% reduction in the turnaround time
- Designed a data visualization report by leading data preparation and report design to help 85 local primary schools in tracking the progress of kids' nutrition and health
- Trained 30+ internal and external clients on data management tools to ensure high quality of data

Teachers College, Columbia University, New York City, NY   January 2019 – June 2019
Research Associate
PI: Dr. William A. Pasmore
- Conducted content analysis using NVivo on data collected from 100+ interviews with employees working in healthcare, manufacturing, and technology organizations to identify employee attitudes towards digital transformation
- Refined interview scripts and questions in preparation for interviews and focus groups with clients
- Interpreted and summarized data results to be presented to the clients' executive leadership

Massachusetts Institute of Technology, Cambridge, MA   May 2018 – August 2018
Research Assistant
PI: Dr. Jackson Lu
- Reviewed literature on three topics to prepare for publications of journal articles: The bamboo ceiling effect, the phenomenon of discrimination in China arising from astrological signs, the psychological effects of air pollution
- Edited and proofread journal articles and book chapters to ensure accurate content, logical flow, and proper format
- Collected and analyzed multimodal data by preparing video, audio, and text data from interviews and survey
- Conducted field research by setting up video recorders and observing participants' interactions

Behavioral Research Lab, Columbia Business School, New York City, NY   May 2018 - August 2018
Research Assistant
- Conducted field research by asking survey questions to pedestrians in community parks
- Recruited, scheduled, and monitored participants to conduct research

Department of Psychological and Brain Science, The University of Iowa, Iowa City, IA   December 2015 – June 2016
Research Assistant
PI: Dr. Meara Habashi
- Examined how human perception towards messages' persuasiveness varies between pro-attitudinal and counter-attitudinal messages
- Actively engaged in discussions on recent developments in research with professors and doctoral students
- Recruited and scheduled 15+ students to participate in research

INDUSTRY EXPERIENCE

Vertiv, Columbus, Ohio   July 2019 – June 2020
Business Analyst – HR Data Management
- Developed 10+ ad-hoc Oracle SQL reports with human resources data extracted and manipulated from Oracle Fusion Cloud Human Capital Management (HCM) platform
- Implemented Human Resources reporting workflow and responsibility matrix to improve requirement gathering and reporting development efficiency, driving a 50% reduction in request backlog
- Coordinated global and cross-functional efforts in communications and requirement elicitation across HR, marketing, data security, data management, and technical departments located in 5 different continents on a weekly basis
- Elicited business requirements across legal and marketing departments to manage consumers' opt-in and opt-out preferences in compliance with General Data Protection Regulation (GDPR) to avoid $2 million penalty cost
- Spearheaded 15+ user testing focus groups for an enterprise-wide data migration project: consolidated employee training development data from two legacy training systems with 30+ years of history each to the cloud
- Led the evaluation process for a digital design tool by liaising with senior stakeholders and candidate vendors/

National Realty Club, Inc., New York City, NY   January 2019 – May 2019
Change Management Consultant
- Devised and deployed a change strategy to develop a culture of diversity and inclusion in a non-profit real estate organization including leadership alignment, stakeholder engagement, and change leadership capability development
- Identified five actionable recommendations for leadership alignment and stakeholder engagement through interviews and surveys of 30+ stakeholders
- Acted as a liaison between clients and the project team by communicating clients' needs and team's progress weekly

Retensa, New York City, NY   September 2018 – January 2019
Talent Management Associate Consultant
- Performed exit and stay interviews with 120+ employees in manufacturing, healthcare, and advertising industries by coordinating schedules, refining questions, transcribing interviews, and providing clients with timely communications
- Analyzed qualitative and quantitative data to find 10+ common themes related to employee turnover
- Recommended actionable data insights based on the top 5 most relevant themes to clients' senior leaders
- Managed end-to-end recruitment process of 5+ marketing and management information systems positions

ApplySquare Education & Technology Co., Ltd, Beijing   October 2016 – May 2017
Product Manager
- Awarded "best employee of the year" for doubling and sustaining online user visits
- Conducted marketing analysis and competitor benchmark analysis to launch a new product
- Implemented department-wide training and onboarding practices to reduce onboarding time for new hires by 80%

Precision Enterprises, Inc., Cedar Rapids, IA   August 2015 – July 2016
Account Manager / Marketing Analyst
- Analyzed monthly sales data to fine-tune sales pitches and retarget marketing campaigns to new customer sectors
- Built relationships with 5+ clients daily by identifying and managing needs and offering customized solutions

PROFESSIONAL PRESENTATIONS AND FORMAL TRAININGS

Quan, N., Richardson, B., & Schueller, A. (2021). Patient journey mapping and data tracking for patient admission, engagement, and retention. *The Iowa Consortium for Substance Abuse Research and Evaluation, Iowa City, IA.* (oral presentation)

Quan, N. (2020). Data progress towards performance and outcome measures for Grants for the Benefit of Homeless Individuals. *The Iowa Consortium for Substance Abuse Research and Evaluation, Iowa City, IA.* (oral presentation)

Quan, N., Richardson, B., & Magnuson, T. (2020). REDCap data management and survey administration. *The Iowa Consortium for Substance Abuse Research and Evaluation, Iowa City, IA.* (formal training)

Ibrahim, R., Aman, C., Johnson, S., Ryan, P., & **Quan, N.** (2020). Diversity & inclusion initiative: Industry analysis. *National Realty Club, Inc., New York City, NY.* (oral presentation)

Hecht, C., Bender, T., & **Quan, N.** (2018). Nurse turnover diagnostics & analysis for a New Jersey long-term care facility. *Retensa, New York City, NY.* (oral presentation)

PROFESSIONAL MEMBERSHIPS

- Academy of Management   January 2019 – February 2020
- Association for Talent Development   September 2017 – September 2018
- Society for Industrial Organizational Psychology   September 2017 – May 2019

CONFERENCES ATTENDED

- **2019 Society for Industrial Organizational Psychology Annual Conference**, National Harbor, MD   April 2019
- **2018 Academy of Management Annual Meeting**, Chicago, IL   August 2018
- **2018 Society for Industrial Organizational Psychology Annual Conference**, Chicago, IL   April 2018

TECHNICAL SKILLS

- **Research**: SSPSS, R, NVivo, SQL, Qualtrics, REDCap, Power BI, Excel VBA, UCINET, MTurk
- **Oracle Suite**: Oracle Human Resources Management System, Oracle Business Intelligence Publisher, Oracle Fusion Transactional Business Intelligence (OTBI)
- **Project Management**: Lucid Chart, Jira
- **Other**: Google Data Studio, Google Analytics, Cloudera Hue/Impala,

CERTIFICATES

- CITI – Human Research – Social Behavioral – IRB Training Completion Certificate   July 2021
- Cloudera Data Analyst Training Certificate   April 2020
- Oracle Business Intelligence Foundation Suite 11g Certified Implementation Specialist   February 2020
- Certified Problem and Change Manager (CPCM)   January 2019

VOLUNTEER EXPERIENCE

- **Alumni Facilitator**, Big 10+ Schools International Students Virtual Peer Networking Event   October 2021
- **Conference Reviewer**, Academy of Management Annual Meeting   2019, 2020
- **Volunteer Financial Planner**, Association for Talent Development   September 2017 – September 2018
- **Volunteer on Phone, Chat or Text Line**, Community Crisis Center and Food Bank   April 2015 – July 2016

LANGUAGES

- English: Fluent
- Mandarin: Native
- Korean: Intermediate

- German: Conversational