

Zoe (Jing) Xu

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Education

University of Illinois at Urbana-Champaign (UIUC) August 2019 - present

- Ph.D. in Psychology
- Research focus: Visual Perception and Cognition
- Advisors: Dr. Alejandro Lleras and Dr. Simona Buetti

University of Illinois at Urbana-Champaign (UIUC) August 2017 - May, 2019

- Master of Science in Psychological Science
- Research focus: Visual Perception and Cognition
- Advisors: Dr. Alejandro Lleras and Dr. Simona Buetti

University of Illinois at Urbana-Champaign (UIUC) August, 2015 – May, 2017

- Master of Science in Advertising
- Thesis topic: Cultural Difference in Placebo Effects Elicited by Pharmaceutical Ads
- Thesis advisors: Dr. Brittany Duff and Dr. Patrick Vargas

Wuhan University, China September 2011 – June, 2015

- Bachelor of Art in Advertising
- Double-major in Psychology at Central China Normal University, China
- Thesis topic: Factors of Cross-Cultural Advertisement Translation Effectiveness

Skillsets

- Programming: **Python** | **R** | **MATLAB** | **JavaScript** | **SQL**
- Software: **Adobe Photoshop** | **Adobe Premier** | **PowerBI** | **SPSS**
- Qualitative & Quantitative research: **Survey design** | **Experimentation** | **Eye-tracking** | **Data analysis** | **Data simulation** | **Computational modeling** | **Machine Learning** | **Neural network modeling** | **Data visualization**
- Statistics: **Hypothesis testing** | **Model fitting and comparison** | **Cross validation** | **Regression** | **Confirmatory/Exploratory Factor Analysis** | **Hierarchical Linear Modeling**
- Languages: **Chinese** (native) | **English** (proficient)

Publications

Lleras, A., Buetti, S., & Xu, Z. J. (2022). Incorporating the properties of peripheral vision into theories of visual search. *Nature Reviews Psychology*, 1-15.

Xu, Z. J., Lleras, A., Shao, Y., & Buetti, S. (2021). Distractor-distractor interactions in visual search for oriented targets explain the increased difficulty observed in non-linearly separable conditions. *Journal of Experimental Psychology: Human Perception and Performances*, 47(9), 1274.

Xu, Z. J., Lleras, A., & Buetti, S. (2021). Predicting how surface texture and shape combine in the human visual system to direct attention. *Scientific reports*, 11(1), 1-13.

Buetti, S., Xu, Z. J., Shao, Y., & Lleras, A. (submitted). Search speed in color space is a linear function of color distance: evidence against feature-boosting and prioritization theories of attention.

Lleras, A., Wang, Z., Ng, G. J. P., Ballew, K., Xu, J., & Buetti, S. (2020). A target contrast signal theory of parallel processing in goal-directed search. *Attention, Perception, & Psychophysics*, 1-32.

Buetti, S., **Xu**, J., & Lleras, A. (2019). Predicting how color and shape combine in the human visual system to direct attention. *Scientific Reports*, 9(1), 1-11.

Xu, J., Buetti, S., & Lleras, A. (in preparation). Can visual ability skills predict search efficiency under difficult search conditions?

Xu, J., Yang, B., Lleras, A., & Buetti, S. (in preparation). Does the need for control in a culture impact the effect of perceived control on emotional events? A cross-cultural study comparing Asian and Westerner participants.

Buetti, S., Fei X., **Xu**, J., Hur, J., & Heller, W. (in preparation). Perceived control ameliorates cognitive disruption by emotion: behavioral investigation across the mood spectrum.

Published Abstracts in International Conferences and Invited Talk

Xu, J., Lleras, A., Hummel, J. E., & Buetti, S. (2022, May) Distractor heterogeneity as the cause of the linear separability effect. Expected poster presentation at the Annual Meeting of the Psychonomic Society.

Xu, J., Lleras, A., Hummel, J. E., & Buetti, S. (2022, April). Examining the Linear Separability Effect in Orientation and Color spaces. Talk given at Attention & Perception Brown Bag.

Xu, Z. J., Ng, G., Lleras, A., Hummel, J. E., & Buetti, S. (2021, May) How does multidimensional complexity impact processing efficiency in visual search. Poster presented at the Annual Meeting of the Psychonomic Society.

Xu, J., Lleras, A., & Buetti, S. (2020, November). A new prediction-based approach to study visual search and attention. Poster presented at the Annual Meeting of the Psychonomic Society.

Xu, J., Lleras, A., & Buetti, S. (2020, October). How do visual features combine to direct attention? Talk given at Attention & Perception Brown Bag.

Buetti, S., Shao, Y., **Xu**, J., & Lleras, A. (2020 May). Re-examining the linear separability effect in visual search for oriented targets. Poster presented at the Annual Meeting of the Vision Sciences Society.

Xu, J., Lleras, A., & Buetti, S. (2020 May). How texture and shape distinctiveness combine in the visual system to guide attention? Poster presented at the Annual Meeting of the Vision Sciences Society.

Xu, J., Lleras, A., & Buetti, S. (2020, March). How do differences across visual features combine to determine visual search efficiency in parallel search? Talk given at Cognitive Brown Bag.

Xu, J., Lleras, A., & Buetti, S. (2020, February) Do people's visual abilities predict their search efficiency? Talk given at Attention & Perception Brown Bag.

Xu, J., Ballew, K., Lleras, A., & Buetti, S. (2019, May). Do people's visual ability skill predict search efficiency under difficult search conditions? Poster presented at the Annual Meeting of the Vision Sciences Society.

Ballew, K., **Xu**, J., Lleras, A., & Buetti, S. (2019, May). An individual differences investigation of the relationship between visuospatial working memory capacity and inefficient search. Poster presented at the Annual Meeting of the Vision Sciences Society.

Buetti, S., **Xu**, J., & Lleras, A. (2019, April). How do differences across visual features combine to determine visual search efficiency in parallel search? Talk given at Attention & Perception Brown Bag.

Yang, B., **Xu**, J., Zhang, F., Buetti, S. (2019, April) Does time perception of emotional events vary across Asian and Westerner participants? Poster presented at UIUC undergraduate research symposium.

Xu, J., Lleras, A., & Buetti, S. (2018, May). Is there a relationship between object recognition ability and visual search efficiency? Poster presented at the Annual Meeting of the Vision Sciences Society.

Lleras, A., **Xu**, J., & Buetti, S. (2018, May). How do differences across visual features combine to determine visual search efficiency in parallel search? Poster presented at the Annual Meeting of the Vision Sciences Society.

Xu, J., Lleras, A., & Buetti, S. (2018, April) Predicting visual search efficiency. Talk given at Attention & Perception Brown Bag.

Additional Research Experience in Advertising

Cultural Difference on Placebo Effects Elicited by Pharmaceutical Ads

UIUC, February, 2016 – August, 2017

Master Thesis

- Designed experiments (including manipulation and questionnaire) to test cultural differences in people's processing of pharmaceutical ad and reaction of placebo effect
- Wrote the literature review on issues of cultural difference, placebo effect and pharmaceutical ads
- Collected and analyzed data using SPSS and R
- Authored the paper, under review at International Communication Association

Out of the Skip Button Dilemma: The Influence of Contextualized Cues on Video Advertising

UIUC, September, 2015 – November, 2016

Co-investigator (PI: Brittany Duff)

- Designed and conducted the experiment measuring the video ad effectiveness in reaction to a contextualized skip button;
- Reviewed literatures and contributed writing the literature review on priming effect
- Worked with the team to collect and analyzed data using SPSS and R
- Co-authored the paper

Do Cohorts Matter for Social Media Use? A Comparison of Millennial and Baby-Boomer Social Media Use

UIUC, September, 2015 – December, 2015

Co-investigator (PI: Michelle Nelson)

- Worked with research team to design and conduct qualitative research with the class to investigate whether and how millennials and baby-boomers use and perceive social media differently
- Transcribed and coded interview transcripts
- Presented the result to a Qualitative Research class
- Project was ranked No.1 by the client, Senior Vice President of Research at Starcom Media

Evaluation of Memory

UIUC, February, 2015 – Present

Co-investigator (PI: Patrick Vargas)

- Working with research advisor to design experiment asking people to imagine compensating for saving their memory, measuring their evaluation of different types of memory (episodic/semantic), and memory with different levels of relevance to self-construction
- Assisting in the preparation of review of literature on people's perception of memory

Professional Experience

PhD Teaching Assistant

August, 2022 - Present

- PSYC 100 Introduction to Psychology
- Preparing class materials, teaching and grading homework.

PhD Research Assistant

August, 2019 - Present

- Working with research advisors on an NSF funded project studying the role of peripheral visual system in search behavior
- Responsible for programming (using Matlab, Python and Javascript), data collection, data analysis and computational modeling (using R and Python), simulation (using R and Matlab), and preparing research report

Teaching Assistant

May, 2019 - August, 2019

- PSYC 230 Perception and Sensory Processes
- Responsible for syllabus revision, quizzes and homework gradings and communication with students

Abbott Nutrition

October, 2017-May, 2019

Emerging Issue Tracking Intern

- Conducting secondary research on food safety news and research related to Abbott Nutrition's product categories
- Writing weekly report
- Updating monthly, quarterly and annual emerging issues tracking summary dashboard using PowerBI

Public Health and Social Media Engagement Intern

- Conducted secondary research on public health policy and Abbott's external social media engagement
- Conducted secondary research on Abbott's competitor's performance public health policies and social media engagement
- Developed Abbott Nutrition 2018 public health policy and social media strategy decks
- Conducting secondary research on Abbott Nutrition's competitor's scientific publication and clinical trials
- Developing 2018 and 2019 Abbott Nutrition Competitor Intelligence dashboard using PowerBI

Research Assistant (hourly)

August, 2017-October, 2017

- Surveying literature on Terror Management Theory (TMT)
- Using R to conduct p-curve analysis on secondary data on (TMT) theory

Crescent Marketing Agency

April, 2017-October, 2017

Consumer Research Lead

- Designed questionnaires and conducted consumer research among Chinese students at UIUC
- Used Excel to analyze and interpret data in pitch proposals and client reports
- Cooperated with Account group to develop, execute, and track campaigns for BMW of Champaign, AZZIP Pizza, 310 Burnham, Bankier Property, Snooze Luxury Mattress, Pygmalion Festival
- Led the development of story-driven social media content for Crescent to engage audiences based on research data

UIUC University Housing

February, 2017-May, 2017

Dining Student Worker

- Dish washed and catered at university's dining halls

China HIV/AIDS Information Network (CHAIN)

October, 2016-January 2017

Volunteer & Translator

- Translated and summarized the Key Population Investment Fund application materials, including project logical frameworks, financial documents, grants distribution and management proposal
- Translated the book “The Remaking of Social Contracts” from English to Chinese, Chapter 8-10

Kantar Millward Brown ACSR Beijing

June, 2016-August, 2016

Client Services and Business Development Intern

- Worked with supervisor to develop story-driven desk research report for 2016 Huawei Manhattan and Long Island launching campaign based on primary and secondary data
- Wrote research proposals for clients, including Durex, Baidu, VOSS, Haier, Tencent, TCL and Youku
- CONTACT: Jenny Ma (Group Director of Client Services and Business Development)

Saatchi & Saatchi Beijing

February, 2013-June, 2013

Account Executive Intern

- Provided account service for Volkswagen, including campaign planning, brand competitive review writing, and brochure designing.

Honors & Awards

- Department Conference Presentation Award, 2022
- Graduate Award for Excellence in Psychological Science, 2019
- Academic Achievement Scholarship, Wuhan University, 2012-2013
- Excellence Creative Award at the Fifth College Students’ Advertising Art Competition, 2012-2013

School Activities

Vice minister of Public Relations Department, Student Union, Wuhan University, 2011-2013

- Provided financial support for activities: Opening Dancing Event for School of Journalism and Communication, Wuhan University, 2011; 12th News People Competition, School of Journalism and Communication, Wuhan University, 2011; Welcome Party for School of Journalism and Communication, Wuhan University, 2012.

Vice minister of Film Department, ZiQiang, Campus Website, Wuhan University, 2011-2013

- Wrote the play and directed the videos for the Excellent Student Top Ten Ceremony campaign video and the opening video