Zoe (Jing) Xu

505 S BUSEY AVE, Urbana, IL, 61801 | 217-979-8109 | jingxu9@illinois.edu

Education

University of Illinois at Urbana-Champaign (UIUC)   Expected May 2024
· 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)   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, 2017
· Master of Science in Advertising (GPA 3.78)
· Thesis topic: Cultural Difference in Placebo Effects Elicited by Pharmaceutical Ads
· Thesis advisors: Dr. Brittany Duff and Dr. Patrick Vargas

Wuhan University, China   June, 2015
· Bachelor of Literature in Advertising (GPA 3.46)
· Thesis topic: Factors of Cross-Cultural Advertisement Translation Effectiveness

Central China Normal University, China   March, 2013 to June, 2015
· Bachelor of Science in Psychology (Average score 75.55 on a scale of 100)

Publications

Xu, J., Lleras, A. & Buetti, S. (revise and resubmit) 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.

Xu, J., Lleras, A. & Buetti, S. (revise and resubmit) Predicting how surface texture and shape combine in the human visual system to direct attention. Scientific Reports.

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., & 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, (PI: Jing Xu)
· 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

Research Assistant   August, 2019 - Present
· Working with research advisors on an NSF funded project, "Predicting how texture and shape combine in the human visual system to direct attention"
· Responsible for programming (using Matlab and Javascript), data collection, analysis (using Excel and R), model building and testing, 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

- 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

Relevant Skillsets
· Languages:
      Chinese (native)
      English (proficient)
· Computer software Proficiency
      Microsoft Word, Excel, and PowerPoint
      Adobe Photoshop and Adobe Premier
· Programming and Data management proficiency
      Python, Matlab, JavaScript, R and SPSS
· Qualitative & Quantitative research design (including questionnaire and interview structure designing)