

Liz Slavin

United States

+1 818 804 7357 | lizzieslavin@gmail.com | LinkedIn | GitHub | lizslavin.com

Professional Summary

Product insights lead and market researcher with five years of experience turning ambiguous questions into pricing, product, and growth decisions. MBA candidate at UC Davis, expected December 2026. Owns work from study design and Python analysis through executive recommendations.

Areas of Expertise

Consumer Insights · Product Research · Pricing · Survey Design · Market Intelligence · Executive Communication

Professional Experience

Product Insights Lead | VRChat, Inc.

Apr 2025 - Present

- Own 10+ concurrent studies and requests across 6+ teams, taking work from discovery and research planning through execution, analysis, and strategic recommendations.
- Predicted individual purchase probability by combining Hierarchical Bayes estimation with ML logistic regression, while assessing willingness to pay, bundle pricing, cannibalization, and price optimization.
- Supported the company's most successful product launch and projected revenue in the millions by delivering pricing and bundle recommendations for executive decisions.
- Built a subscription-feature scenario model with Data Engineering and Data Science to compare three product-policy options, using Python for rapid analysis and Excel for stakeholder review.
- Track product health companywide through a monthly Experience Quality Survey sent to 40,000+ users, using Likert measures, weighting, EFA and CFA, significance testing, and descriptive analysis.
- Improved survey representativeness by correcting new-user underrepresentation through oversampling and stratified weighting, then translated cohort shifts into companywide recommendations.
- Enabled executives to select year-end and stretch goals for a companywide team-health metric by evaluating baselines, low-volume significance limits, and survey-design tradeoffs with the Head of Data.
- Cut monthly analysis from at least two weeks to one day, or a few days with reporting, by building a reproducible Python workflow, companywide Streamlit dashboard, and Amplitude dashboards.
- Shaped company strategy and resource allocation by analyzing tens of thousands of listings across three external marketplaces and conducting expansion and audience-overlap research.
- Prepare board presentations and reports that turn research into decision-ready answers.

Graduate Teaching Assistant, Applied Statistics | University of California, Davis

Sep 2025 - Present

- Support more than 100 graduate students across quantitative methods and advanced statistics, teaching them to turn numerical analysis into executive-level insights.
- Created 35 original exam-preparation video guides and provide hands-on instruction in hypothesis testing, regression, confidence intervals, and data visualization.

Market Research Consultant | Mobalytics

Jun 2024 - Aug 2024

- Researched gaming audiences, genre trends, motivations, platforms, spending, and competitors to evaluate a growth opportunity for a gaming analytics platform.
- Presented an open-world role-playing game expansion recommendation that advanced for consideration and was later adopted.

Professional Experience, continued

Consultant | StoneTurn

Jun 2023 - Jun 2024

- Supported the integration of a major acquisition for a Fortune 500 healthcare analytics firm and identified \$10 million in potential cost savings from operational synergies.
- Identified \$110 million in potential regulatory cost savings for a Fortune 100 pharmaceutical firm through price-sensitivity and competitive analysis.
- Analyzed more than 10,000 unstructured data points for an AI crypto-trading platform with more than 2 million users, producing recommendations intended to reduce organizational risk.
- Presented findings and recommendations to C-suite and senior-executive audiences while improving team planning and staffing workflows with project and data trackers.

Investment Research Analyst Intern | Anthos Capital

Jun 2022 - Aug 2022

- Analyzed engagement and monetization metrics for the top 100 mobile games and presented 5 potential investment targets and 3 strategic plans to senior leadership.
- Developed 40 due-diligence presentations for a potential \$1 billion fund deployment using company financial data, market-trend reporting, and secondary research.

Research Analyst | California State University, Northridge

Jun 2020 - Jun 2022

- Built 6 Python predictive models to analyze consumer trends for applied-economics research.
- Led outreach to 19 organizations and combined 50+ public datasets into 2 research plans.
- Used Python, scikit-learn, SQL, regression methods, literature reviews, and legislative analysis to turn technical evidence into clear recommendations.

Education

Master of Business Administration candidate | University of California, Davis

Expected Dec 2026

GPA: 4.0 | Lean Six Sigma Green Belt | Graduate Teaching Assistant, Applied Statistics

Bachelor of Arts in Economics | California State University, Northridge

GPA: 4.0 | Dean's List | Outstanding Economics Student Award | National Model UN Outstanding Delegate

Publication

"**Marvel and Mythology**" · Waves: A Collection of Student Essays, California State University, Northridge

Research, Tools & Additional

Research & analytics: Market research, willingness to pay, conjoint analysis, Hierarchical Bayes, market sizing, survey design, factor analysis, significance testing, predictive modeling

Tools: Python, SQL, scikit-learn, Excel, Amplitude, Streamlit, SPSS, Stata, Tableau, SurveyMonkey

Languages: Russian (native), Ukrainian (intermediate), French (beginner)

Interests: Chess, comic books, cooking, lifelong learning