Junyao (Alexa) Zuo

805-971-9457 | alexa.zuo.2027@anderson.ucla.edu | linkedin.com/in/alexa-zuo-junyao

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT Los Angeles, CA
Master of Financial Engineering GRE: 321/340 Expected Dec 2027

UNIVERSITY OF CALIFORNIA, SANTA BARBARA Santa Barbara, CA
B.A. in Economics; B.S. in Psychological & Brain Sciences GPA: 3.94/4.00 Dec 2025
High Honors: Graduated in top 8.5%; Dean's Honor List (multiple quarters)
Relevant Courses: Econometrics, Statistical Methods, Behavioral Economics, Microeconomic Analysis

SKILLS & CERTIFICATIONS

- *Technical Skills:* Python, R, Excel (advanced), SPSS, econometrics, regression modeling, data visualization
- *Certifications:* CFA Level I passed, Foundations of Financial Risk (FFR) in progress (Expected Oct. 2026)

EXPERIENCE

SHENWAN HONGYUAN SECURITIES CO., LTD. — BRANCH OFFICE Shenzhen, China
Investment Advisory Intern (Equity Research Support) July 2026 – Sept 2026

- Conducted industry and company research, synthesized financial and market data, and supported stock screening and equity research for branch investment activities.
- Designed and tested data-monitoring tools that capture and organize newly released market and company information.

UKNOW BUSINESS CONSULTING CO., LTD. Shenzhen, China
English Tutor Jun 2024 – Aug 2024, April 2026 – June 2026

- Prepared 20+ high school and college students for TOEFL and SAT exams by designing individualized learning plans, tracking performance, and conducting English speaking practice session.
- Communicated regularly with parents, clearly conveying student progress, learning challenges, and recommended next steps

UCSB VISION & IMAGE UNDERSTANDING LAB Santa Barbara, CA
Research Assistant Sept 2024 – Dec 2025

- Prepared behavioral datasets and experimental stimuli for perception and learning studies and analyzed results to support interpretation.
- Alongside, designed an attention experiment for a UCSB laboratory course, analyzed behavioral data using R, and authored an independent research report.

PROJECTS

ANCHORING EFFECT ON LUXURY GOODS CONSUMPTION — Co-Author July 2025

- Designed the study concept and experimental methodology and co-authored a behavioral economics manuscript under Prof. Andrea Bernini; published in the Proceedings of the 3rd International Conference on Financial Technology and Business Analysis (DOI: 10.54254/2754-1169/2024.25139).

ECONOMIC GROWTH & DOING BUSINESS RANKINGS — Research Project July 2021

- Applied regression analysis to evaluate relationships between Doing Business Rankings and economic growth and produced statistical visualizations under Prof. David Parsley.

ADDITIONAL INFORMATION

- *Languages:* Mandarin Chinese (native), English (fluent)
- *Volunteer Work:* UCSB Mentor Collective, Mentor (Sep 2022 – Jun 2023)
- *Interests:* The Legend of Zelda, Pilates, K-pop music, Risk management, portfolio management