Eve Limbrick-Oldfield

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Senior Data Scientist
Data Modelling | Behavioural Economics | Scientific Leadership

Experienced data scientist in human decision-making with 11+ years of experience using statistics and data modelling techniques to enhance understanding of human behaviour. Application of novel methodologies to analyse human decision-making that have been widely adopted. Extensive programming background in R, Python, SAS, SPSS, Shell, and Matlab for data science applications across a range of disciplines surrounding behavioural economics and neuroeconomics.

Core Expertise

- Data Science
- Experimental Design
- Behavioural economics
- Scientific Communication

- Multidisciplinary Leadership
- Teaching & Mentorship
- Data modelling & model refinement
- Web Design

- Advanced Quantitative Analysis
- Machine Learning
- Budget Management
- Writing

PROFESSIONAL EXPERIENCE

University of British Columbia
Postdoctoral Research Fellow, 2015 – Present
Postdoctoral research fellow with responsibility for 5+ graduate students. Led multiple projects involving innovative research resulting in significant improvements to understanding why people gamble despite inevitable losses.

Key Achievements

- Globally recognized as an expert in the psychology of gambling and decision-making, as a result of **8 well respected and high impact peer-reviewed publications, and 14 conference presentations.** Using diverse methodologies including brain imaging (fMRI), physiological measurements, behavioural tasks, and surveys.
- Improved the quality and type of research produced by the Centre for Gambling Research by implementing and teaching a **novel fixed-effect multilevel regression model approach to analyze human decision-making** data, that has been widely adopted by the Centre.
- Influenced and mentored PhD students directly in the lab in robust and open research practices and procedures, statistical modelling and rigorous standards of scientific design.
- Increased awareness and understanding of the risks of gambling, and the prevalence of gambling disorder, by engaging with the public through **10+ media interviews, 3 public presentations, and widely disseminated visual materials including a leaflet and an infographic** of research findings.

Postdoctoral Teaching Fellow, 2017 – 2018

Instructed Psychology 101 courses for undergraduates and supervised a complement of teaching assistants. Created lectures and materials for courses. Delivered lectures and graded assignments for classes of 120 students.

Key Achievements

- **Conveyed complex scientific information to non-experts** in an engaging and educational manner.
- **Trained students to successfully apply the scientific method** to scientific problems and everyday life **in order to be more effective and informed** members of society.
- Managed grades and logistics for 120 students.

University of Cambridge, UK
Postdoctoral Research Fellow and Principal Investigator, 2012 – 2015
Managed a large research project investigating gambling disorder using human brain imaging. Oversaw scientific, financial, and ethical aspects of the project, and managed tight project deadlines to ensure research goals were met or exceeded.

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Key Achievements

- Significantly **expanded the understanding the neural basis of gambling disorder,** including characterizing vulnerabilities to the disorder, and modification to brain networks as a consequence of the disorder. Resulted in 4 peer reviewed publications that have since been widely cited, and have contributed to the framing of gambling disorder as a drug-free addiction.
- Leveraged a range of brain imaging analysis approaches including **univariate analysis, multivariate pattern analysis via SVM, and dual-regression modelling.**
- **Managed a research group as the Principal Investigator** with a **$1M** grant funding line through the UK government, that included multiple stakeholders, across multiple sites.

Imperial College London, UK
Doctoral Researcher, 2008 – 2012
Graduate student research focusing on human midbrain imaging and analysis. Collaborated with the Principle Investigator and other graduate students to generate high-quality results that resulted in marked improvements to the way the human midbrain is imaged.

Key Achievements

- Imaged a brain region notoriously difficult to measure with the **development of novel brain imaging techniques** that resulted in greatly increased understanding of the human midbrain, resulting in 2 peer-reviewed publications.
- Compiled and defended a doctoral dissertation addressing a multidisciplinary psychology problem relating to the human midbrain.
- Collaborated with peers and experienced research faculty internally and externally to advance scientific understanding of the human midbrain, and presented at **3 international conferences.**

Additional Experience: Web Design (2004 – present): designing and maintaining websites (HTML, CSS, Joomla content management system)

EDUCATION & CREDENTIALS

PhD in Clinical Sciences, Imperial College, London, UK

MS in Cognitive Neuroscience, University of York, York, UK

BS in Psychology and Cognitive Neuroscience, University of Nottingham, Nottingham, UK