

Ryan Wesslen

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EDUCATION

University of North Carolina at Charlotte

- Ph.D. Candidate in Computing & Information Systems Aug 2016 – Present
 - Dissertation: “Cognitive biases in visual analytics decision-making”
 - Concentration: Computer science
 - Research Areas: Natural language processing, visual analytics, cognitive science, human-computer interaction
- M.S. in Data Science & Business Analytics Aug 2014 – May 2016

New York University

- M.A. in Economics Aug 2007 – May 2011

North Carolina State University

- M.S. in Financial Mathematics May 2008 – Aug 2009

University of North Carolina at Chapel Hill

- B.A. in Economics (Highest Honors), Minor in Mathematics Aug 2003 – May 2007
 - Thesis: “An Endogenous Dynamic General Equilibrium Model of Fertility for England 1881-1931”
 - Chancellor’s Award for 2006-2007 UNC Chapel Hill Undergraduate Prize in Economics

PROFESSIONAL EXPERIENCE

Bank of America, Natural Language Processing team in Chief Data Scientist Organization

- SVP; Senior Data Scientist Jan 2020 – Present
- SVP; Data Scientist II Jan 2019 – Dec 2019

Publicis Hawkeye, Data and Analytics Group

- Senior Marketing Analyst Jun 2014 – Jun 2015
 - Terminix: End-to-end marketing analytics for direct (DM & Email), digital (SEO & SEM) and partner channels.
 - Bank of America: Lead generation strategy from web behavior analytics for loan, deposit and brokerage products.
 - LG: Email targeting model and strategy for product registration.

Bank of America, Dealer Financial Services Retail Analytics and Modeling

- VP; Consumer Product Strategy Analyst III Aug 2013 – Jun 2014
 - Credit scorecard acquisition modeling for auto, marine, RV and aircraft lending business.

Bank of America, Small Business Credit Risk Governance

- AVP; Risk Analysis Senior Specialist Jun 2011 – Aug 2013
 - Credit risk governance and risk analytics for small business credit card account management, risk detection, payment, stimulation and retention strategies.

Bank of America, Global Risk Management Associate Program

- Global Risk Management Associate Jun 2009 – Jun 2011
 - Two year rotational management program within the Global Risk organization.
 - Counterparty credit exposure modeling for multiple derivative asset classes (equity, FX, credit, rates, commodities).
 - Credit risk reporting & analytics for US Consumer Card, Small Business, Europe and Practice Solutions portfolios.

RESEARCH EXPERIENCE

Pacific Northwest National Laboratory, Analysis in Motion Initiative

- Research Assistant (with W. Dou) Jul 2017 – Dec 2018
 - Research collaboration with two PNNL researchers (S. Volkova and D. Arendt) on misinformation in social media using natural language processing, visual analytics, and image recognition.

University of North Carolina at Charlotte, Project Mosaic

- Research Assistant Jan 2016 – Dec 2017
 - Research collaborations with faculty in management, communications, geography, and organizational science.

University of North Carolina at Charlotte, Data Science Initiative

- Research Assistant Jan 2016 – May 2017
 - Management of GNIP Twitter firehose and providing 15+ faculty and graduate students data access.

PUBLICATIONS

JOURNALS

- R. Wesslen, S. Santhanam, A. Karduni, I. Cho, S. Shaikh, and W. Dou. “Investigating Effects of Visual Anchors on Decision-Making about Misinformation,” *Computer Graphics Forum*, Jul 2019.
- G. Banks, H. Woznyj, R. Wesslen, K. Frear, G. Berka, H. Gordon, and E. Heggstad. “Strategic Recruitment Across Borders: An Investigation of Multinational Enterprises,” *Journal of Management*, Aug 2018.
- G. Banks, H. Woznyj, R. Wesslen, and R. Ross, “A Review of Best Practice Recommendations for Text Analysis in R (and a User Friendly App),” *Journal of Business and Psychology*, Jan 2018.

CONFERENCES

- A. Karduni, R. Wesslen, I. Cho, and W. Dou. “Du Bois Wrapped Bar Chart: Visualizing categorical data with disproportionate values,” In *Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems*, Jun 2020.
- G. Fair, R. Wesslen. “Shouting into the void: A database of the alternative social media platform gab,” In *13th AAAI Conference of Web and Social Media (ICWSM, dataset paper)*, Jun 2019.
- A. Karduni, I. Cho, R. Wesslen, S. Santhanam, S. Volkova, D. Arendt, S. Shaikh, and W. Dou. “Vulnerable to Misinformation? Verifi!” In *24th ACM Conference on Intelligent User Interfaces*, Mar 2019.
- D. Arendt, E. Saldanha, R. Wesslen, S. Volkova, and W. Dou. “Towards Rapid Interactive Machine Learning: Evaluating Tradeoffs of Classification without Representation,” In *24th ACM Conference on Intelligent User Interfaces*, Mar 2019.
- M. Aboufoul, R. Wesslen, I. Cho, W. Dou and S. Shaikh. “Using Hidden Markov Models to Determine Cognitive States of Visual Analytic Users,” *2018 IEEE Vis Workshop: Machine Learning from User Interaction for Visualization and Analytics*, Aug 2018.
- S. Levens, O. Eltayeb, B. Aleshire, S. Nandu, T. Gallicano, R. Wesslen, and S. Shaikh. “Using Information Processing Strategies to Predict Contagion of Social Media Behavior: A Theoretical Model,” In *9th Conference on Applied Human Factors and Ergonomics (AHFE 2018)*, Jul 2018.
- A. Karduni, R. Wesslen, S. Santhanam, I. Cho, S. Volkova, D. Arendt, S. Shaikh, and W. Dou. “Can You Verifi This? Studying Uncertainty and Decision-Making about Misinformation in Visual Analytics,” In *12th AAAI Conference of Web and Social Media (ICWSM)*, Jun 2018.
- R. Wesslen, S. Nandu, O. Eltayeb, T. Gallicano, S. Levens, M. Jiang, and S. Shaikh. “Bumper Stickers on the Twitter Highway: Analyzing the Speed and Substance of Profile Changes,” In *12th AAAI Conference of Web and Social Media (ICWSM, short paper)*, Jun 2018.
- I. Cho, R. Wesslen, A. Karduni, S. Santhanam, S. Shaikh, and W. Dou, “The Anchoring Effect in Decision-Making with Visual Analytics,” In *Visual Analytics Science and Technology (VAST), 2017 IEEE Conference*, Oct 2017.
- I. Cho, R. Wesslen, S. Volkova, W. Ribarsky, and W. Dou, “CrystalBall: A Visual Analytic System for Future Event Discovery and Analysis from Social Media Data,” In *Visual Analytics Science and Technology (VAST), 2017 IEEE Conference*, Oct 2017.
- R. Wesslen, T. Gallicano, J.C. Thill, and S. Nandu, “Hot issue publics on Twitter: Analyzing Charlotte protests with computer-assisted text analysis,” In *2017 International Conference on Computational Social Science (IC2S2)*, Jul 2017.
- T. Gallicano, R. Wesslen, and J.C. Thill, “From cluster tweets to retweets: A big data, rhetorical exploration of digital social advocacy in the context of the Charlotte protests on Twitter,” In *Proceedings of 2017 International Public Relations Research Conference*, Mar 2017.

TEACHING EXPERIENCE

University of North Carolina at Charlotte, Associate Graduate Faculty for School of Data Science

- Fall 2019 DSBA 5122: Visual Analytics Aug 2019 – Dec 2019
 - Instructor for 40 PhD or Master’s students in Data Science or Health Informatics
- Spring 2019 DSBA 5122: Visual Analytics Jan 2019 – May 2019
 - Instructor for 36 PhD or Master’s students in Data Science or Health Informatics

PROGRAMMING

R / R Studio (tidyverse), RMarkdown, Shiny, Git/Bitbucket, Python, PySpark, Agile/Confluence Suite, Word/Excel/PowerPoint, Docker/OpenShift, UNIX, Linux/Ubuntu, SQL, SAS (Base/EG/Jmp), Matlab, C++, STATA, EViews