

# Ece Tabag

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## EDUCATION

### UNIVERSITY OF CALIFORNIA, BERKELEY

B.A. in Cognitive Science | *College of Letters & Science*  
Minors in Political Economy and Education | *College of Letters & Science*

EXPECTED GRADUATION: MAY 2026

GPA: 3.84/4.00

## PROFESSIONAL EXPERIENCE

### AMAZON BUSINESS

*Contract Consultant & Senior Analyst - Delta Consulting*

San Francisco, CA

Sept 2024 – Dec 2024

- Built Qualtrics and Javascript behavioral measurement surveys to explore UC Berkeley students' impact on sustainable purchasing.
- Conducted 50+ interviews to assess sustainability priorities, defining a "Breaking Point" price for eco-friendly products.
- Synthesized findings into 7 recommendations, projected to increase sustainable product adoption in higher education by 15–20%.

### IQXR - MESMERISE GROUP COMPANY

*Junior Associate - AI Solutions Intern*

San Francisco, CA

Jul 2024 – Aug 2024

- Developed the **Industry Trend Monitoring Bot**, automating real-time trend tracking and saving the team 12+ hours weekly.
- Created an **AI Tools Library and Report** detailing 9 AI units and 63 tools to streamline discovery, raising tool adoption by 40%.
- Built the **IQXR AI Prompt Library** to train AI models for specific internal workflows, reducing task completion time by ~25%.
- Published the article "*Leveraging XR for Training in Advanced Machinery Across Industries*," reaching 5,000+ industry-focused readers.
- Applied AI-driven Slack bots and icebreakers, boosting team engagement by 30% and fostering a cohesive virtual workplace.

### UDEMY

*Contract Consultant & Analyst - Delta Consulting*

San Francisco, CA

Feb 2024 - May 2024

- Implemented **AI dubbing** for multilingual content, projecting an increase in global reach by 25% through improved localization
- Analyzed Udemey's user engagement data using **R**, identifying trends across 10+ markets and delivering actionable insights.
- Designed trending targeted social media strategies, leveraging data insights to project a 20% increase in user engagement.

### LANGUAGE & COGNITIVE DEVELOPMENT LAB

*Research Assistant ([icdlab.berkeley.edu/people](http://icdlab.berkeley.edu/people))*

Berkeley, CA

Aug 2022 - May 2023

- Conducted a 48-week on-site research with Dr. Mahesh Srinivasan, focusing on children's cognitive and conceptual development.
- Investigated novel concept formation, children's religious identity, and interpretation of metaphors through category knowledge.
- Designed and executed experiments, analyzed data using R and SPSS and contributed findings to academic research initiatives.

## PROJECTS, LEADERSHIP & EXTRACURRICULAR EXPERIENCE

### PEAR - PEER ARRANGEMENT

*Founder and President*

Istanbul, Turkey

Jun 2020 - Present

- Founded a P2P tutoring platform serving 300+ students with 52 mentors, improving academic outcomes for 85% of participants.
- Developed a matching algorithm with JavaScript, boosting pairing efficiency by 70% for optimal student-mentor matches.
- Organized 100+ tutoring sessions monthly with a 90% satisfaction rate and grew the mentor base by 40% in the first year.

### UDEMY ([udemy.com/user/hisarcs](https://www.udemy.com/user/hisarcs))

*Content Creator*

Istanbul, Turkey

Sept 2020 - Present

- Published 6 courses on Python, Fusion360, and Raspberry Pi, helping 32,718+ students form foundational coding/design skills.

## PUBLICATIONS

Pomelo, a Collaborative Education Technology Interaction Robot - IEEE

Mar 2019

## SKILLS, ACTIVITIES, INTERESTS & LANGUAGES

**Skills & Languages:** Python, Fusion360, R Code, JavaScript, HTML, Adobe Photoshop/Illustrator, Turkish(Native), Spanish (B1)

**Activities:** Delta Consulting Berkeley, Undergraduate Research Apprentice Program(URAP) Berkeley, Intramural Volleyball(Captain)

**Interests:** Early Childhood Development and Education, Piano(13+ years), Music Composition, Multi-Instrumental Performance, Web Development(3+ clients, focusing on UX/UI design and functionality), Skiing(14+ years), Cultural Exploration(visited 35+ cities globally), Event Organization(organized annual Hisar Coding Summit for 6 and PiWars Turkey for 3 years)