

Ryan Wesslen

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EDUCATION

University of North Carolina at Charlotte

- Ph.D. Candidate in Computing & Information Systems Aug 2016 – Present
 - Concentration: Computer science
 - Research Areas: Computational social science, text-as-data, visual analytics, social networks.
- 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

PROFESSIONAL EXPERIENCE

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

- Vice President, Consumer Product Strategy Analyst III Aug 2013 – Jun 2014
 - Credit scorecard acquisition modeling for \$20BN+ auto, marine, RV and aircraft lending business.

Bank of America, Small Business Credit Risk Governance

- Assistant Vice President, Risk Analysis Senior Specialist Jun 2011 – Aug 2013
 - Credit risk management for \$10BN+ small business 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 – Present
 - 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.
 - UNCC faculty co-authorship and research abstract analysis with topic modeling and social network analysis.

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.
 - Tutorials and one-on-one guidance for faculty and researchers to analyze social media.

TEACHING EXPERIENCE

University of North Carolina at Charlotte, Project Mosaic

- Fall 2017 Workshops in Computational Social Science with R (GitHub) Aug 2017 – Dec 2017
 - Ten week workshop series in computational social science.
 - R fundamentals, tidyverse, visualizations, social media, machine learning, social networks, and text-as-data.
- Summer 2017 Social Media Workshop Series (GitHub) Jul 2017

- Day 1: Social media acquisition (Twitter, Facebook).
- Day 2: Data querying, visualizations, and social networks.
- Day 3: Text-as-data (classification, topic modeling, word embedding).
- Summer 2017 Faculty R Bootcamp (GitHub) (with K. Venkatasubramanian and P. Jung) Jun 2017
 - Two day workshop on data management, visualizations, and statistical modeling in R.
- Spring 2017 Workshops Jan 2017 – May 2017
 - Introduction to Topic Modeling with R (March 2017) (GitHub)
 - Accessing Twitter datasets on SOPHI with PySpark and Spark SQL (Feb 2017)
 - Two Part Seminar Series: Social Media Data for Social Science Faculty (April 2017) (Part1) (Part2)
- Fall 2016 Workshops Aug 2017 – Dec 2017
 - Twitter Data Acquisition via Twitter’s Public API and R (Oct 2016)
 - Three day workshop on Twitter Text Analytics for Social Sciences (Sept 2016) (GitHub)
- Spring 2016 Workshops Jan 2017 – May 2017
 - Twitter Analytics for Social and Health Sciences (April 2016).
 - Text Mining Analytics for Social Science Research with R (March 2016)

University of North Carolina at Chapel Hill, Department of Economics

- Undergraduate Teaching Assistant for Economics 101. Aug 2005 – May 2007
 - Lead nightly review sessions for 30+ students.
 - Lead recitation section reinforcing lecture, quiz and test materials.

PUBLICATIONS

PEER REVIEWED

- 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. (pdf) (GitHub)
- 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. (pdf)
- 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. (pdf) (GitHub) (Dataverse)
- 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. (presentation)
- 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. (pdf)

WORKING PAPERS IN REVIEW

- G. Banks, H. Woznyj, R. Wesslen, K. Frear, G. Berka, H. Gordon, and E. Heggstad. “Global work in multinational enterprise: New avenues and challenges for strategically managing human capital across borders,” Oct 2017.
- A. Karduni, R. Wesslen, S. Santhanam, I. Cho, S. Volkova, D. Arendt, S. Shaikh, and W. Dou. “Can You Verify This? Studying Uncertainty and Decision-Making about Misinformation in Visual Analytics,” Jan 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,” Jan 2018.

AWARDS

- 2017 International Public Relations Research Conference (with T. Gallicano and J.C. Thill). Mar 2017
Boston University Award for Top Paper in Public Relations and the Social & Emerging Media.
- 2016 International Computational Social Science Conference (with N. Sircar and Z. Fu) Jun 2016
2nd place in Datathon: “U.S. Election 2016: An Outsider’s Cycle?”
- University of North Carolina at Chapel Hill May 2007
Chancellor’s Award for 2006-2007 UNC Chapel Hill Undergraduate Prize in Economics.

PROFESSIONAL AFFILIATIONS

Global Association of Risk Professionals (GARP),

- Certified Financial Risk Manager Program (FRM) 2011 – Present

SKILLS

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