

Liz Slavin

United States

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Professional Summary

Product insights lead and market researcher with five years of experience turning ambiguous questions into pricing, product, and growth decisions. MBA candidate at UC Davis, expected December 2026. Owns work from study design and Python analysis through executive recommendations.

Areas of Expertise

Consumer Insights · Product Research · Pricing · Survey Design · Market Intelligence · Executive Communication

Professional Experience

Product Insights Lead | VRChat, Inc.

Apr 2025 - Present

- Lead research across pricing, monetization, product strategy, user sentiment, market expansion, and competitive intelligence for cross-functional product and business teams.
- Designed choice-based conjoint studies with Hierarchical Bayes estimation to assess willingness to pay, bundle pricing, cannibalization, and price optimization.
- Translated technical findings into recommendations and revenue scenarios for the CEO, Chief Product Officer, senior leadership, and the board.
- Built a subscription-feature scenario model with Data Engineering and Data Science to compare three product-policy options, using Python for rapid analysis and Excel for stakeholder review.
- Own the recurring Experience Quality Survey from cross-functional intake and fielding through weighting, factor analysis, significance testing, monthly reporting, and methodology improvements.
- Built product-insights dashboards in Amplitude, plus a reproducible Python workflow and companywide Streamlit dashboard for self-service trend and cohort analysis.
- Conducted market expansion and partnership research using secondary sources, Google Trends, audience overlap, market-sizing models, and Python analysis of marketplace data.

Graduate Teaching Assistant, Applied Statistics | University of California, Davis

Sep 2025 - Present

- Support graduate and advanced applied-statistics instruction through weekly student meetings, original video guides, and hands-on regression support.
- Help students move from statistical concepts to defensible analysis by interpreting model output and explaining results clearly.

Market Research Consultant | Mobalytics

Jun 2024 - Aug 2024

- Researched gaming audiences, genre trends, motivations, platforms, spending, and competitors to evaluate a growth opportunity for a gaming analytics platform.
- Synthesized the evidence into a recommendation to explore open-world role-playing games, with specific audience and product considerations.

Professional Experience, continued

Consultant | StoneTurn

Jun 2023 - Jun 2024

- Supported the integration of a major acquisition for a Fortune 500 healthcare analytics firm and identified \$10 million in potential cost savings from operational synergies.
- Identified \$110 million in potential regulatory cost savings for a Fortune 100 pharmaceutical firm through price-sensitivity and competitive analysis.
- Analyzed more than 10,000 unstructured data points for an AI crypto-trading platform with more than 2 million users, producing recommendations intended to reduce organizational risk.
- Presented findings and recommendations to C-suite and senior-executive audiences while improving team planning and staffing workflows with project and data trackers.

Investment Research Analyst Intern | Anthos Capital

Jun 2022 - Aug 2022

- Analyzed engagement and monetization metrics for the top 100 mobile games and presented 5 potential investment targets and 3 strategic plans to senior leadership.
- Developed 40 due-diligence presentations for a potential \$1 billion fund deployment using company financial data, market-trend reporting, and secondary research.

Market Research & Economics Analyst California State University, Northridge

Jun 2020 - Jun 2022

- Designed 6 predictive models in Python to analyze consumer trends and support applied-economics research findings.
- Led research outreach to 19 organizations and synthesized more than 50 public-sector datasets into 2 research plans.
- Used Python, scikit-learn, SQL, regression methods, literature reviews, and legislative analysis to turn technical evidence into clear recommendations.

Education

Master of Business Administration candidate | University of California, Davis

Expected Dec 2026

GPA: 4.0 | Lean Six Sigma Green Belt | Graduate Teaching Assistant, Applied Statistics

Bachelor of Arts in Economics | California State University, Northridge

GPA: 4.0 | Dean's List | Outstanding Economics Student Award | National Model UN Outstanding Delegate

Publication

"Marvel and Mythology" · Waves: A Collection of Student Essays, California State University, Northridge

Research, Tools & Additional

Research & analytics: Market research, willingness to pay, conjoint analysis, Hierarchical Bayes, market sizing, survey design, factor analysis, significance testing, predictive modeling

Tools: Python, SQL, scikit-learn, Excel, Amplitude, Streamlit, SPSS, Stata, Tableau, SurveyMonkey

Languages: Russian (native), Ukrainian (intermediate), French (beginner)

Interests: Chess, comic books, cooking, lifelong learning