

Shannon Cheung

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RELEVANT WORK

Junior Research Associate, Center for Discovery and Innovation
Oct. 2023 - Present

- Mapped existing research on digital mental health interventions and synthesized findings from 36 studies to identify opportunities for innovation
- Presented insights at 3 conferences to diverse audiences, including academics, clinicians, and patients
- Investigate user needs and drivers of attrition to inform engagement strategy for a digital mental health platform

Qualitative Researcher, Center for Gambling Studies
Oct. 2024 - Present

- Managed the end-to-end qualitative research process, developing outreach and recruitment strategies, facilitating focus groups, and analyzing thematic data
- Led 6 focus group discussions to gather critical insights on college students' perceptions of and experiences with eSports betting

Quantitative Researcher, Huamin Research Center
March 2018 - July 2023

- Synthesized results of quantitative analyses to generate clear, actionable next steps for stakeholders such as researchers and behavioral health professionals
- Authored >30 articles in peer-reviewed psychology and health journals
- Presented findings at 5 international and national conferences

Multi-Method Research Associate, Strength in Numbers Consulting
June 2022 - Feb. 2023

- Advised senior international and domestic stakeholders on research strategy, translating business needs into testable research questions and actionable plans
- Distilled complex research findings into digestible reports that guided client strategy and process improvements
- Notable clients: Chanel Foundation, Lambda Legal, Robert Carr Foundation, Ascendant Neighborhood Development

EDUCATION

~Dec. 2026 **PhD**, Social Work
Rutgers University

2020 **MSW**
Rutgers University

2019 **BA**, Social Work
Rutgers University

RESEARCH SKILLS

- Interviews and focus groups
- Thematic analysis
- NVivo, Dedoose
- Survey design and administration
- Linear and logistic regression
- Structural equation modeling
- Topic modeling (LDA)
- Stata, R
- SPSS, AMOS
- Python
- Qualtrics, REDCap

ADDITIONAL SKILLS

- Project management
- Stakeholder management
- Social media outreach/engagement
- Report, proposal, and grant writing
- Public speaking

SELECTED PAPERS

Cheung, S. P., Sabina, C., & Cuevas, C. A. (2025). Multiple dimensions of acculturation and the longitudinal victimization of Latine adolescents. *Cultural Diversity & Ethnic Minority Psychology*.

Cheung, S. P., & Huang, C.-C. (2022). Adolescent dating and relationship quality: The role of exposure to intimate partner violence in early childhood. *Journal of Social and Personal Relationships*.