

Dr. Wan-Ting Yeh

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Profile

I am a developmental research psychologist with a PhD in Psychology from the Early Learning Lab, University of Auckland. As the Head of Content & Program Success at Neurofrog, a HealthTech social enterprise, I revolutionise parenting with scientifically-based insights and unlock children's potential through innovative AI technology.

My career journey spans both industry and academia. After earning my Master's degree at the Institute of Cognitive Neuroscience, NCU, I worked for seven years as a content strategist and project manager in the publishing industry, translating complex research into accessible advice. Returning to academia, my PhD research used machine learning to understand parent-infant interactions in screen-based environments, leading to practical applications like developing an AI baby avatar with Soul Machines.

During the pandemic, I established a supportive network for over 80 international PhD students across 50+ countries. By combining research expertise with technology and understanding community needs, I remain dedicated to bringing heart and passion to my journey forward.

Education

PhD in Psychology

Early Learning Lab, University of Auckland, New Zealand | 2024

Research Focus: Parent-infant interactions in the digital era.

Scholarship: UoA Doctoral Scholarship

MSc in Cognitive Neuroscience

National Central University, Taiwan | 2013

Research Focus: The relationship between language and music in neural processes.

Visiting MSc Student

MARCS Institute, BabyLab, University of Western Sydney, Australia | 2012

Research Focus: Understanding the dyslexic brain in infancy.

Scholarship: NCU Exchange Programme

Work Experiences

Head of Content & Program Success

Neurofrog, New Zealand | 2024-Present

- ✧ Develop and implement content strategies for parents and children.
- ✧ Collaborate with researchers and writers to integrate latest scientific findings.
- ✧ Utilise AI tools to enhance content delivery and personalise user experience.

Research Assistant

Early Learning Lab, University of Auckland, New Zealand | 2022-2023

- ✧ Conducted analysis of parent-infant interactions.
- ✧ Employed NLP for parental speech analysis.

Collaborative Researcher

Soul Machines, Inc, New Zealand | 2020-2023

- ✧ Applied machine learning to parent-infant interactions.
- ✧ Collaborated and developed AI infant model.

Product Manager: Content & Merchandising

eCrowd Media, Taiwan | 2017-2019

- ✧ Secured publication rights for eBooks.
- ✧ Managed content curation and marketing.

Project Manager & Senior Editor

airiti Inc, Taiwan | 2013-2017

- ✧ Partnered with academic and governmental entities.
- ✧ Edited and adapted academic papers.