Dylan Wiwad

Quantitative researcher with 10+ years of experience applying behavioral science, causal inference, and advanced analytics to guide product strategy. Skilled in experiment and survey design, predictive modeling, and large-scale data analysis using R, Python, and SQL. Proven record of driving measurable impact at Slack and through peer-reviewed research.
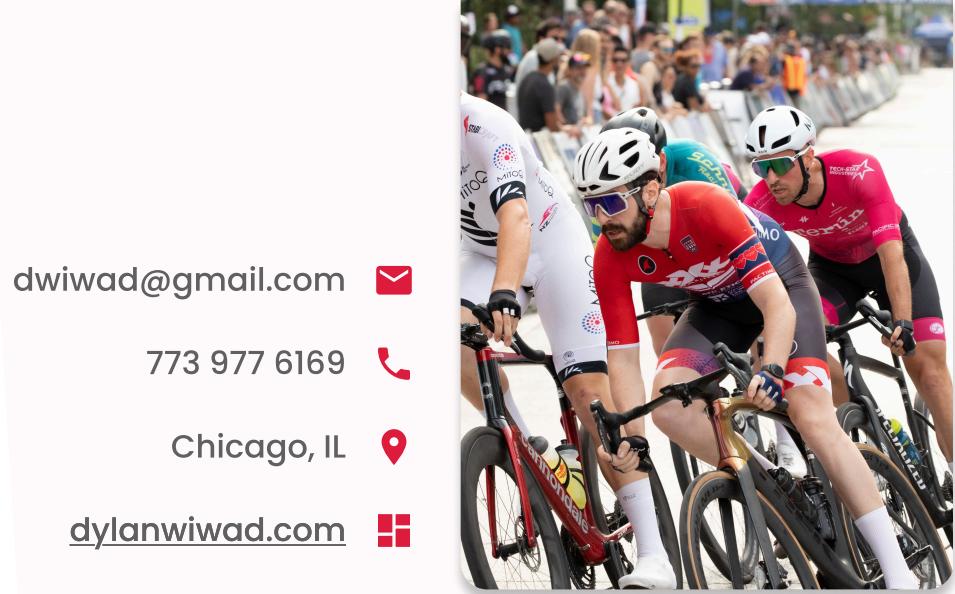
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Work Experience

Senior Quantitative Researcher
July 2022 – Present
Slack | Salesforce

Blend advanced behavioral analytics, survey science, and psychometrics to inform high-priority roadmap and executive decision-making for Slack's most critical growth areas. Some examples of my work include:

- Partner with Engineering, Product, and DS to lead quant research on the development of Slackbot, our #1 company feature priority. Also wrote the query tracking penetration, a core Slackbot metric.
- Developed and maintain SlackQR, an internal R package automating survey sampling, analysis, and visualization, cutting processing time from days to seconds.
- Apply statistical modeling and causal inference (SEM, propensity score matching, (mixed effects) regression) to evaluate product changes and user behavior.
- Synthesized survey and behavioral data to identify critical AI features; findings reshaped the Agentforce roadmap and guided executive prioritization of a Channel Expert Agent
- Improved Slack usability metrics by diagnosing search/thread UX pain points; increased positive:negative feedback ratio from 1.6 → 5.4, surpassing OKR by 35%.

Hockey Decoded
July 2025 – Present
Personal Project; Full stack sports analytics platform
Live Site: hockeydecoded.com | Tech: Python, FastAPI, AWS, Docker, Plotly
Github Repo

- Designed, validated, and implemented novel hockey analytics metrics (e.g., Total Depth Index) to measure team performance distribution across lineup depth. Peer reviewed manuscript in prep, available upon request.
- Built production-grade web application serving real-time NHL game dashboards with minute-by-minute tracking, processing 82+ games per team per season
- Engineered automated ETL pipeline using APScheduler and AWS S3 to backfill historical data and track live games
- Deployed containerized application to AWS ECS Fargate with CloudWatch monitoring
- Developed interactive visualizations using Plotly to display rolling averages, team rankings, and depth evolution across 32 NHL teams

Postdoctoral Fellow
Sept. 2019 – July 2022
Northwestern University | Kellogg School of Management

Designed and executed cutting-edge behavioral research on why people tolerate inequality and discrimination in organizations, from study conception to high-impact publication and international presentation.

Education

PhD: Social Psychology
Sept. 2013 – Aug. 2019
Simon Fraser University

Skills & Competencies

Research Design + Methodology

Statistical Analysis + Modeling

Strategic Product Research

Data Viz + Communication

Academic Publishing

Tools + Methods

R | Python | SQL

SEM | MLM | Regression

Qualtrics

NLP | Text Analytics

VS Code | Jupyter | HTML + CSS

Interests

Chess | Cycling | Running | Web Development | Video Games