Paloma Santos

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EDUCATION

University of California, Berkeley **May 2030 (expected)**
Ph.D., Information Science *Berkeley, CA*

California State University, Northridge **June 2024**
M.A., Psychological Science *Northridge, CA*
William Wilsoncroft Award (top graduate student/researcher)

University of California, San Diego **Dec. 2019**
B.S., Cognitive Behavioral Neuroscience *La Jolla, CA*

RESEARCH EXPERIENCE

Visual Information Sciences and Neuroscience (V.I.S.N.) Laboratory **Aug. 2023 – June 2024**
Lab Manager *Northridge, CA*

- Spearheaded lab operations for a 25-member research team by coordinating PI-aligned research priorities, leading lab meetings, onboarding incoming members, and connecting students to seminars and resources to deepen their scholarly development
- Guided lab members across 19 concurrent projects in experimental design and research execution, contributing to conference presentations and graduate school placements across the cohort
- Evaluated and selected research assistant candidates through structured interview panels, recruiting individuals who became active contributors and advanced to lab manager roles

Researcher **Aug. 2022 – June 2024**

- Designed and developed an augmented reality study evaluating the effectiveness of guiding features (e.g., bounding box, arrow, motion spline, stereoscopic filter) in facilitating a conjunction visual search
- Collaborated with kinesiology researchers and software engineers to design experimental protocols and validate AR and treadmill system integration for a rehabilitation study on gait relearning via obstacle-based AR environments
- Designed experimental protocols and conducted integration testing across AR hardware (Apple Vision Pro, insole pressure sensors) and Unity environments in collaboration with software engineers, mechanical engineers, and kinesiologist to advance a rehabilitation study on prosthetic arm motor learning for amputees to testing phase

Social Psychology and Daily Experience (SPADE) Laboratory **Aug. 2022 – June 2024**
Project Director *Northridge, CA*

- Directed a cross-functional team of 15, including software engineers, UX/UI designers, marketers, and researchers across psychology and statistics, to develop Techmetrica, a citizen science platform hosting gamified studies on technology perception
- Created comprehensive project plans detailing milestones, timelines, budgets, and resource requirements resulting in four large-scale pilot studies, 1,800 respondents, five poster presentations at three conferences, and successful creation of a prototype of a platform

Neurovella **Jan. 2020 – Aug. 2020**
Researcher *Santa Monica, CA*

- Developed and implemented research initiatives for Neurovella, a noninvasive brain health company, and the Institute of Neuro Innovation, focusing on cognitive and physiological aspects of resilience, mindfulness, HPA axis, attention, and default mode network
- Analyzed survey data and market research to construct customer personas, identifying a defined target market that informed the company's go-forward strategy

Perception and Cognition Lab **Aug. 2018 – Aug. 2019**
Research Assistant *La Jolla, CA*

- Independently administered experiments on working memory and sensory adaptation across 50+ participants, managing full data collection pipelines including EEG capping, equipment setup, and data preprocessing across

multiple concurrent projects

CONFERENCE POSTER PRESENTATIONS

Santos, P.M., Vidamuerte, D.A., M.A., Roby, A., M.A., Sosa, J.S., Lucin, R.L., & Drew, S., Ph.D. (2023). Beyond the Screen: Exploring the Impact of Virtual Reality on Hiring Decisions. Psychonomic Society, San Francisco, CA

Delgado, J.E., **Santos, P.M.,** Rutchick, A., Ph.D. (2023). Differential Functioning of Political Beliefs and Gender Identity in a Gamified Drone Strike Decision Making Task. Society of Judgment and Decision Making, San Francisco, CA

Bosch, J., Latif, C., **Santos, P.M.,** & Rutchick, A.M., Ph.D. (2023). Exploring Attitudes Towards Automation: A Qualitative Analysis. Western Psychology Association, Riverside, CA

Vidamuerte D.A., Aceituno B., Benchek E., Gluck J., Knox L.E., M.A., **Santos P.M.,** & Drew S., Ph.D. (2022). Take a Good Look at Yourself…or Don't: Self-Viewing During Video Conferencing Predicts Eyestrain. Society for Neuroscience, San Diego, CA

TEACHING (STATISTICAL INSTRUCTION)

CSU Northridge **Aug. 2023 – June 2024**
Psychology Research Method Lab
Teaching Associate (Instructor of Record)

- Developed lecture materials relating to APA writing and experimental design and taught weekly lab
- Facilitated the design and execution of independent student experiments including inception, design, data collection and analysis, and dissemination

CSU Northridge **Aug. 2023 – Dec. 2023**
Advanced Univariate Statistics
Teaching Associate (Instructor of Record)

- Communicated with students regarding questions on ANOVA models (fixed effects, factorial, repeated measures, mixed designs) and ANCOVA
- Developed instructional materials, demonstrated live analyses, and constructed example datasets in R, SPSS, and Excel to build student proficiency in statistical computing, enabling students to successfully apply these tools in independent experimental analyses

ENTREPRENEURSHIP EXPERIENCE

StartR - Rady School of Management **Nov. 2020 - Feb. 2021**
Entrepreneur – Selected Candidate *Remote*

- Competitively selected to develop BookCamp, a social reading platform designed to increase literacy engagement among K-12 students, applying lean startup methodology and customer development principles

NSF I-CORPS **Aug. 2020 – Dec. 2020**
Entrepreneur – Selected Candidate *Remote*

- Competitively selected for NSF's national entrepreneurship program, developing Pere, a border traffic and pedestrian flow application to improve the crosser experience through customer discovery and commercialization training
- Named Finalist in the Border Innovation Challenge at UC San Diego

CERTIFICATIONS, SKILLS & INTERESTS

Technologies: R, Python, Matlab, GitHub, Biosemi (EEG system), Unity
Interests: Yoga; Sewing; Running; Skiing; Art; Fashion
Honors and Awards: Bridges to Doctorate Research Training Program (22'-24'), Sally Casanova Pre-Doctoral Scholar (23'-24')