SAMANTHA R. O'CONNELL, Ph.D. (she/her/hers)

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SUMMARY

Music psychology researcher with 13 years' experience developing and executing innovative research uncovering how people engage with music. Quick problem-solver who offers practical solutions to research challenges informed by experience in industry and academia. Clear communicator with acute attention to detail and a strong technical skillset.

EXPERIENCE

SCIENTIFIC CONSULTANT March 2024 - present

NIRx Medical Technologies LLC, Orlando, FL & Berlin, GER

- Collaborate with a team of 7 scientists to consult academic researchers and industry professionals on the use, experimental design, and data analysis of near-infrared spectroscopy systems (fNIRS) across North America.
- Generated 50+ leads interested in fNIRS technologies, assisted 35 users with fNIRS support, trained 5+ labs in fNIRS implementation, and sold \$250K in fNIRS equipment since start of work in March 2024.

RESEARCH SCIENTIST August 2021 - March 2024

University of Southern California, Los Angeles, CA

- Executed 4 concurrent research projects studying music appreciation in cochlear implant recipients culminating in 3 conference presentations, 3 grant submissions, 20K competitive funding, and 3 manuscripts.
- Collaborated with 4 research teams and USC students utilizing electroencephalography (EEG) and functional near-infrared spectroscopy (fNIRS) techniques to study pitch and rhythm perception in hard-of-hearing populations

GRADUATE STUDENT RESEARCHER & INSTRUCTOR

August 2015 - August 2021

The University of Nevada, Las Vegas, NV

- Independently designed and executed 3 research projects investigating musical groove perception using online surveys and EEG resulting in 2 conference presentations, 1 first-author manuscript, and \$110K competitive funding
- Designed novel music stimuli using Audacity and MuseScore

SENIOR RESEARCH COORDINATOR

August 2013 - August 2015

Think Now, Inc., Los Angeles, CA

- Led clinical training study cross 3 universities testing the effects of an attention-training mobile app on patients with attention deficit/hyperactivity disorder (ADHD).
- Single-handedly recruited and tested 95 participants in 1 year to examine an ADHD biomarker resulting in 1 conference presentation, 1 manuscript, and NIH SBIR funding renewal (\$500K).

RESEARCH ASSISTANT April 2010 - August 2013

Northwestern University, Evanston, IL

- Collected data from 80 children for a 3-year longitudinal study with the Harmony Project in Los Angeles, CA
 investigating the benefits of community musical training on neural development.
- Served as a primary testing researcher for multiple longitudinal studies involving participants ages 3-60 investigating behavioral, cognitive, and neural foundations of rhythmic music learning.

EDUCATION

Ph.D.Psychology of Music | University of Nevada, Las Vegas | 4.00 GPAJune 2021M.A.Psychology of Music | University of Nevada, Las Vegas | 4.00 GPADecember 2018B.A. & B.MusPsychology & Violin Performance | Northwestern UniversityJune 2011

ADDITIONAL DATA

- Tools: SPSS, JASP, R, MATLAB, Audacity, MuseScore, Qualtrics, Google Suite, Microsoft Suite, Basecamp, Zoom
- Skills: Research design, hypothesis testing, data analysis, scientific communication, music arranging and sightreading
- Executive Board Member & Violinist, Santa Monica Symphony Orchestra
- Diversity & Minority Affairs Committee, Association for Research in Otolaryngology