

SAMANTHA CHIU

Lead Researcher

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EDUCATION

M.A. IN COGNITIVE PSYCHOLOGY

University of Iowa, Iowa City, IA

December 2022

STANFORD ONLINE: STATISTICAL LEARNING WITH R, EDX

October 2023

KEY SKILLS

UX METHODS:

A/B testing, remote testing, behavioral experiments, perceptual studies, structured interviews.

Survey design and execution, social network analysis.

PROGRAMMING:

Languages: R, MATLAB, Python, SQL.

Tools: SPSS, GitHub.

Libraries: scikit-learn, Matplotlib, NumPy, pandas, PyTorch, Scrapy, re, lme4, and tidyverse.

STATISTICS:

Linear and Logistic Regression, Multivariate Statistical Analysis, descriptive statistics, t-tests, ANOVA, correlation analysis, EDA.

DATA VISUALIZATION:

R (ggplot2), Excel, PowerPoint.

RESEARCH TOOLS:

Gorilla.sc, REDCap, Amazon MTurk, Qualtrics E-Prime, and OpenSesame.

PUBLICATIONS

McMurray, B., Sarrett, M. E., **Chiu, S.**, Black, A. K., Wang, A., Canale, R., & Aslin, R. N. (2022). Decoding the temporal dynamics of spoken word and nonword processing from EEG. *NeuroImage*, 260, 119457.

Kutlu, E., **Chiu, S.**, McMurray, B. (2022). Moving Away from Deficiency Models: Gradiency in Bilingual Speech Categorization. *Frontiers in Psychology*.

SUMMARY

Experienced Researcher with 5+ years of experience in both qualitative and quantitative methodologies, and statistical analyses. Proven ability to manage multiple projects, collaborate with cross-functional teams, and communicate complex findings to diverse audiences. Committed to utilizing data-driven insights to improve user experiences across languages and cultures.

EXPERIENCE

LAB MANAGER • AUGUST 2023 – PRESENT

University of Iowa – Voice Lab

- Led 5+ projects on speech perception and racialized identities, incorporating surveys, A/B testing, and social network analysis, resulting in submissions to academic conferences.
- Trained 7+ undergraduate researchers on experiment design, including calibration procedures, data collection, and analysis techniques, enhancing lab research capabilities.
- Fine-tuned a pre-trained speech recognition model in PyTorch, focusing on reducing accent biases in its performance.
- Created a content-based recommendation algorithm from text keywords using scikit-learn in Python.

RESEARCH PROJECT LEAD • AUGUST 2020 - PRESENT

University of Iowa – Dept. of Psychological and Brain Sciences

- Managed 1000+ participants, including recruitment, scheduling, consent, and debriefing for both online and in-lab experiments, ensuring smooth study execution.
- Analyzed behavioral and EEG data using R and SPSS, applying correlations, predictive modeling, and hypothesis testing to uncover insights into user behavior and auditory processing.
- Developed and presented 20+ talks using R (ggplot2) and PowerPoint for data visualization, effectively communicating complex research findings.
- Co-designed a Qualtrics survey with a marketing team, focusing on the cochlear implant journey of hearing-impaired individuals to streamline their experience and enhance product adoption.

RESEARCH ASSISTANT • OCTOBER 2018 – AUGUST 2020

University of Iowa – MACLab

- Automated data cleaning and preprocessing using Python, R, and MATLAB, reducing preparation time by 50%.
- Initiated 10+ projects through in-depth literature reviews and pilot studies.