

# Aidan Seidle

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aidanseidle.com

## EDUCATION

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**University of California, Los Angeles, CA**

**September 2021 - June 2024**

*Bachelors of Science, Cognitive Science*

Specialization in Computing

Music Industry Minor

*GPA: 3.84*

## RESEARCH & PROFESSIONAL EXPERIENCE

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**Purdue University, West Lafayette, IN**

**August 2024 - Present**

Principal Investigator: Malinda McPherson, Ph.D.

*Research Associate/Lab Manager*

- Recruit, prepare, and run experiments with both adult and child participants
- Analyze data in MatLab to compare various psychoacoustic abilities and responses to a variety of sounds in preference and vocalization studies

**University of California, Los Angeles, CA**

**April 2023 - June 2024**

Principal Investigator: Barbara Knowlton, Ph.D.

*Research Assistant*

- Prepare participants with consent, safety, and financial paperwork
- Conduct fMRI scans to explore implicit learning of Bayesian priors and their effect on perceptual decision-making
- Analyze data using drift diffusion models in Python to derive predictions of brain activation

**Duffl, Los Angeles, CA**

**March 2023 - January 2024**

*Data Analyst and Manager*

- Wrote NLP to interpret customer feedback giving a comprehensive understanding of team successes and areas for improvement
- Managed large dynamic database and conducted statistical evaluation of key performance indicators for delivery driver workforce
- Navigated complex scheduling and supply chain needs to budget for 3,500 orders with \$40,000 of weekly revenue
- Utilized interpersonal skills to coordinate and communicate long terms goals and micro performance adjustments to a team of 50+ direct employees in a management position

## **Family First Music Group**

**January 2024 - June 2024**

*Artist Management Intern*

- Data analysis for target release of music, merchandise, and social media campaigns
- Collaboration in both artistic and business operations for individual and large scale tasks
- Optimization of revenue streams to ensure stability for up and coming hip hop artists

## **VOLUNTEERING & SERVICE**

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### **Phi Kappa Psi Philanthropy, Los Angeles, CA**

**January 2022 - June 2024**

*Chapter Member*

- Repainted the Santa Monica Boys and Girls Club to alleviate cost of facility upkeep - *Fall '22*
- Helped run the Wolfe Kirson Memorial Basketball Camp for young kids in conjunction with current UCLA basketball players to promote active lifestyles and provide opportunities for such at a young age - *Spring '23*

### **Elderhaus Adult Day Programs, Fort Collins, CO**

**May 2018 - August 2019**

*Program Volunteer*

- Helped adults with disabilities stay active physically and mentally during the day through group activities
- Provided care and guidance in complex situations while maintaining the safety of high risk individuals

## **SKILLS**

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*Communication:* fluent English speaker, proficient in German, academic writing, management and leadership skills, interpersonal skills for both small and large teams, collaborative work under deadlines

*Programming:* advanced Python and C++, command line, data management, data cleaning/best practices, security and sensitive data management, machine learning (specifically NLPs and predictive models), experiment construction in PsychoPy

*Technology:* basic electrical engineering/device building and programming, fMRI and EEG operation and safety

*Lab:* literature review, experimental methods, quality control in lab environments, subject interaction, gathering consent forms and personal information, subject recruitment, professional conduct

## **RELEVANT COURSES**

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PIC 16B - Python with Applications II

NEUROSC 17 - Science of Music

PSYCH 119V - Brain and Art

PSYCH 120A - Cognitive Psychology (Perception Systems)

PSYCH 186A - Cognitive Science Laboratory: Introduction to Theory and Simulation

PSYCH 186B - Cognitive Science Laboratory: Neural Networks

PSYCH 186C - Psychophysical Theories and Methods (Signal Detection Theory)

MUSIC INDUSTRY M103 - Music, Mind, and Brain

PSYCH 196B - Research Apprenticeship in Cognitive Science

MSC IND 107A - Engineering and Production Fundamentals