

# Maria Pombo

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## EDUCATION

### New York University

*Ph.D. in Psychology* (Cognition and Perception)

Supervisor: Dr. Denis Pelli

GPA: 3.98/4.0

New York, NY

Expected Graduation: May 2025

### Georgetown University

*Bachelor of Arts in Psychology*

Minors in Cognitive Science and Computer Science

*summa cum laude*, GPA: 3.95/4.0

Washington, D.C.

Graduated May 2020

## HONORS & AWARDS

2024	<b>GSAS Dean's Conference Fund Award</b> , New York University
2020 - 2025	<b>McCracken Fellowship</b> , New York University
2020	<b>Phi Beta Kappa</b> , Georgetown University
2018	<b>Psi Chi</b> , International Honor Society in Psychology, Georgetown University

## PUBLICATIONS (\* indicates equal contribution)

- **Pombo, M.**, Igdalova, A., Pelli, D.G. (2024). Consensus and contention in beauty judgment. *iScience*, 27(7). <https://doi.org/10.1016/j.isci.2024.110213>
- Kurzawski, J.\*, **Pombo, M.\***, Burchell, A., Hanning, N.M., Liao, S., Majaj, N.J., Pelli, D.G. (2023). EasyEyes — A new method for accurate fixation in online vision testing. *Frontiers in Human Neuroscience*, 17. <https://doi.org/10.3389/fnhum.2023.1255465>
- **Pombo, M.**, Aleem, H., & Grzywacz, N. M. (2023). Multiple axes of visual symmetry: detection and aesthetic preference. *Symmetry*, 15(8). <https://doi.org/10.3390/sym15081568>
- **Pombo, M.**, & Pelli, D. G. (2023). Beauty isn't special: Comparing the information capacity of beauty and other sensory judgments. *Journal of Vision*, 23(7). <https://doi.org/10.1167/jov.23.7.6>
- **Pombo, M.**, Brielmann, A. A., & Pelli, D. G. (2023). The intrinsic variance of beauty judgment. *Attention, Perception, & Psychophysics*, 85, 1355-1373. <https://doi.org/10.3758/s13414-023-02672-x>
- Bruns, A., **Pombo, M.**, Ripollés, P., Pelli D.G. (2023). Emotions of subject and object affect beauty differently for images and music. *Journal of Vision*. <https://doi.org/10.1167/jov.23.13.6>
- **Pombo, M.**, & Pelli, D. G. (2022) Aesthetics: It's beautiful to me. *Current Biology*, 32(8), R378-R379. <https://doi.org/10.1016/j.cub.2022.03.002>
- **Pombo, M.**, & Velasco, C. (2021). How aesthetic features convey the concept of brand premiumness. *Psychology & Marketing*, 38(9), 1475-1497. <https://doi.org/10.1002/mar.21534>
- Aleem, H., **Pombo, M.**, Correa-Herran, I., & Grzywacz, N. (2019). Is beauty in the eye of the beholder or an objective truth? A neuroscientific answer. In J. L. Contreras-Vidal, D. Robleto, J. G. Cruz-Garza, J. M. Arzon, & C. S. Nam (Eds.), *Springer Series on Bio- and Neurosystems: Mobile brain-body imaging and the neuroscience of art, innovation, and creativity*. (pp. 101-110). Springer International Publishing. [https://doi.org/10.1007/978-3-030-24326-5\\_11](https://doi.org/10.1007/978-3-030-24326-5_11)

## PREPRINTS & MANUSCRIPTS

- **Pombo, M.**, Corradi, G., Elliot, A.J., Velasco, C. (accepted as registered report, 2023) When and how visual aesthetic features influence approach-avoidance motivated behavior. *Quarterly Journal of Experimental Psychology*.
- **Pombo, M.**, Kim, M.J., Pelli, D.G. (in preparation) The hedonics of reading and fonts.
- **Pombo, M.**, Atilgan, N., Pelli, D.G., Sawyer, B. (in preparation) Pleasurable reading improves performance.
- Corradi, G., **Pombo, M.**, Chiquichambi, E.G., Velasco, C. (in preparation) The effect of font curvature on chatbot perception.

## PRESENTATIONS

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### Conference Presentations

- Pelli, D.G., **Pombo, M.**, Kim, M.J., (2024) *Comfort and crowding in reading fonts*. Talk at the Vision Science of Digital Readability Satellite at the Vision Sciences Society meeting, St. Pete's Beach, FL.
- **Pombo, M.**, Igdalova, A., Pelli, D.G., (2024) *Consensus and contention in beauty judgment*. Talk at the Society for the Psychology of Aesthetics, Creativity, & the Arts meeting. Denton, TX.
- Pelli, D.G., **Pombo, M.**, Kim, M.J., (2024) *The hedonics of fonts and reading*. Talk at the Society for the Psychology of Aesthetics, Creativity, & the Arts meeting. Denton, TX.
- **Pombo, M.**, Kim, M.J., Pelli, D.G., (2023) *Beauty, liking, and comfort of reading*. Talk as an early-career researcher at Rank Prize Symposium, Grasmere, Cumbria, UK.
- **Pombo, M.**, Briellmann, A.A., Pelli D.G., (2022). *Order effects as a function of stimulus similarity*. Oral presentation at the Visual Science of Art Conference, Amsterdam, Netherlands.
- **Pombo, M.**, Briellmann, A.A., Pelli D.G., (2022). *When judging beauty, order matters only if the stimuli are homogeneous*. Oral presentation at the International Association of Empirical Aesthetics conference, Philadelphia, PA.
- Bruns, A., **Pombo, M.** Ripolles, P., Pelli D.G., (2022). *Object mood impacts beauty but subject mood does not*. Oral presentation at the International Association of Empirical Aesthetics conference, Philadelphia, PA.

### Poster Presentations

- **Pombo, M.**, Kurzawski, J., Burchell, A., Hanning, N.M., Liao, S., Majaj, N.J., Pelli, D.G., (2024) *EasyEyes: Validating a novel method for accurate fixation in online vision testing*. Poster at the Vision Sciences Society meeting. St. Pete's Beach, FL.
- **Pombo, M.**, Igdalova, A., Pelli, D.G., (2024) *Consensus and contention in beauty judgment*. Poster at the International Association for Empirical Aesthetics conference. Palma, Spain.
- **Pombo, M.**, Kim, M.J., Pelli, D.G., (2023) *Crowding reduces reading speed and comfort*. Poster at the 2023 European Conference of Visual Perception, Paphos, Cyprus.
- **Pombo, M.**, Kim, M.J., Pelli, D.G., (2023) *Comfort vs. beauty of fonts*. Poster at the 2023 Visual Science of Art Conference, Nicosia, Cyprus.
- Abdelrahman, N., Mantegna, F., **Pombo, M.**, Melcher, D., (2023) *Is imagination necessary for emotional engagement with verbal storytelling?* Posters at the 2023 Visual Science of Art Conference, Nicosia, Cyprus.
- **Pombo, M.**, Pelli, D.G., (2023) *The Disputed Quartet - Embracing individuality in beauty judgment*. Poster at the 2023 Vision Sciences Society meeting, St. Pete's Beach, FL.
- **Pombo, M.**, Pelli, D.G., (2022). *The mutual information of beauty judgment*. Poster at the 2022 Vision Science Society meeting, St. Pete's Beach, FL.
- Feng, A., **Pombo, M.**, Pelli, D.G. (2022). *The effect of stories on beauty judgment*. Poster at the 2022 Vision Sciences Society meeting, St. Pete's Beach, FL.
- Nguyen, M., Mai, A., **Pombo, M.**, Pelli, D.G. (2022). *Beauty perception is unaffected by the company of others*. Poster at the 2022 Vision Sciences Society meeting, St. Pete's Beach, FL.
- **Pombo, M.**, Briellmann, A.A., Pelli, D.G., (2021). *Discounting the effect of memory on repeated measures of beauty judgment*. Virtual Poster at the 2021 Vision Sciences Society meeting.
- **Pombo, M.**, Briellmann, A.A., Pelli, D.G., (2021). *How sequential dependencies affect the intraindividual variability of beauty judgment*. Virtual Poster at the 43rd annual European Conference on Visual Perception.
- **Pombo, M.**, Briellmann, A.A., Pelli, D.G., (2021). *Accounting for the effect of recall memory on repeated measures of beauty judgment*. Virtual Poster at the 2021 International Association of Empirical Aesthetics Congress.
- **Pombo, M.**, & Velasco, C. (2020). *On how aesthetic features convey the concept of brand premiumness*. Poster at the 2020 American Marketing Association Winter Academic Conference, San Diego, CA.
- **Pombo, M.**, & Grzywacz, N. (2020). *Perception of multiple axes of symmetry*. Virtual Presentation at Georgetown's Colloquium for Research in the Social Sciences and Humanities. Washington, D.C.

### Invited Talks

- 2024: Department of Psychology, Cognition and Perception Colloquium, NYU, *Crowding and hedonics of reading*
- 2023: APIX+ Science Seminar, Meta Reality Labs, *The hedonics of fonts and reading*.
- 2023: The New School for Social Research Perception Lab, The New School, *Beauty, liking, and comfort of reading*.
- 2023: Department of Psychology, Rutgers University, *Repeated measures in aesthetics research*
- 2023: Type@Cooper, Copper Union, *Quantitative assessment of fonts*
- 2022: Department of Psychology Miniconvention, NYU, *Beauty isn't special: Comparing the information capacity of beauty and other sensory judgments*
- 2021: Experiments in Beauty Course, NYU, *Modeling Beauty*
- 2021: Department of Psychology Miniconvention, NYU, *The intrinsic variability of beauty judgment*

## TEACHING

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### Teaching Assistant

- Cognitive Neuroscience (New York University) January 2023 - May 2023
  - Average Overall Evaluation: 4.8/5.0
- Lab in Cognition and Perception (New York University) January 2022 - May 2022
  - Average Overall Evaluation: 5.0/5.0
- Multisensory Marketing in Online and Offline Environments (BI Norwegian Business School) July 2019

## RELEVANT COURSEWORK

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### New York University

- Mathematical Tools for Cognitive and Neural Science, Psychophysics, Neuroeconomics, Bayesian Models of Behavior, Perception, Cognitive Neuroscience of Music, Cognitive Neuroscience, Functional Magnetic Resonance Imaging Lab, Scientific Writing Workshop

## INDUSTRY EXPERIENCE

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### Meta Reality Labs (formerly Facebook Reality Labs)

May 2022 - August 2022

#### Research Scientist Intern

- Developed and implemented multiple mixed-methods in-person user studies to examine the aesthetic preferences of 50 participants in collaboration with a cross-functional team.
- Conveyed actionable insights for AR product development to stakeholders through a final report and presentation.

## SERVICE

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### Colegio Nueva Granada Institutional Review Board

October 2021 - Present

- One of eight alumni selected to form part of the school's IRB, which is in charge of ensuring that the research projects of students taking the AP Capstone course follow ethical guidelines and are scientifically sound

### Georgetown University Alumni Interviewer

May 2020 - Present

- Conduct admission interviews for Colombian students applying to Georgetown University and generate detailed reports

### NYU Access Grad Program

September 2022 - Present

- Mentor a group of students from underrepresented backgrounds on acquiring research experience, building a strong graduate school application, and navigating a career in psychology.

### NYU C&P Social Rep

August 2021 - August 2022

- Elected by the student body to plan and coordinate department-wide social activities that encourage cross-lab relationships

### Ad hoc Reviewer

- Scientific Reports, Current Biology, PLOS One, Psychology & Marketing, Journal of Interactive Marketing, Journal of Retailing and Consumer Services

## MEDIA

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- "Are we all Mainstream? The Science Behind Aesthetic Taste", Science Communication Club ([here](#)) March 2023
- "Aesthetic Experiences", Customer Experience (CX) Management podcast ([here](#)) May 2022
- "Value in the age of Non-fungible Tokens (NFTs)", BI Business Review ([here](#)) November 2021
  - Top-10 most-read articles in [2021](#)

## MEMBERSHIPS

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- Vision Science Society
- International Association of Empirical Aesthetics

## OTHER SKILLS

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- **Language Skills:** Spanish (native), English (fluent), French (intermediate)
- **Programming Skills:** Advanced: R, Python, MATLAB | Intermediate: C++, LaTeX, SQL | Basic: Java, JavaScript, HTML
- **Software Skills:** PsychoPy, Qualtrics, EasyEyes, lab.js, Prolific, Pavlovia, GIMP, Adobe Photoshop, and Illustrator, MeshLab