



Contact

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Education

Ph.D., Cognitive Psychology
Pennsylvania State University
2019 - 2024

M.S., Cognitive Psychology
Pennsylvania State University
2019 - 2021

B.A., Music & Psychology
Wheaton College
2015 - 2019

Skills

Research & Measurement:

- Survey design, deployment, and validation
- Qualitative and quantitative analysis
- Mixed-methods research
- Measurement development and reliability assessment
- Experimental study design

Analytics & Reporting:

- Data cleaning and visualization
- Trend analysis and synthesis
- Written reporting and documentation
- Version control (GitHub)

Tools:

- Qualtrics, Prolific, DScout, PsychoPy
- R, SPSS
- Google Suite, Microsoft Suite

Hannah Merseal, Ph.D.

Cognitive Research Scientist

Research scientist with deep experience designing and validating survey-based measurement systems, managing complex data workflows, and translating evidence into actionable insights for diverse stakeholders. Trained in academic research and now seeking to apply rigorous measurement, analytics, and synthesis skills in a customer and partner feedback context.

Experience

University of Pennsylvania Aug 2024 - present

Postdoctoral Researcher, Penn Center for Neuroaesthetics

- Design and validate survey instruments and behavioral measures to capture subjective experience across diverse populations
- Manage data collection workflows using Qualtrics and related tools, ensuring data quality, documentation, and reproducibility
- Synthesize qualitative and quantitative findings into concise reports and presentations for senior researchers, clinicians, and institutional stakeholders
- Independently construct complex data collection and analysis workflows for functional neuroimaging, supporting scalable and reproducible research
- Partner with cross-functional teams to align research questions, data collection and interpretation with real-world decision needs

Society for the Neuroscience of Creativity May 2024 - present

Organizing Chair & Communications Director

- Lead annual conference planning and execution for an international scientific society, supporting ~2x growth in attendance
- Coordinate across leadership, volunteers, and external partners to deliver large-scale, stakeholder-facing programming
- Design and manage survey-based feedback to assess member experience, priorities, and satisfaction; synthesize insights for leadership
- Lead digital communications and engagement strategy; track engagement metrics over time to inform program and content improvements

Pennsylvania State University

Aug 2019 - Aug 2024

Graduate Research & Teaching Assistant

- Designed, executed, and analyzed mixed-methods research studies using surveys, behavioral tasks, neuroimaging, and experimental protocols
- Managed large-scale data collection efforts involving online and in-person participants; ensured data quality, documentation, and reproducibility
- Built and maintained data analysis workflows to clean, analyze, and visualize quantitative and qualitative data
- Synthesized complex findings into clear written reports and presentations for academic and non-academic stakeholders
- Collaborated across multi-site research teams and mentored junior researchers in study design and data analysis