

Maria Pombo

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EDUCATION

New York University

PhD in Psychology (Cognition and Perception)

Supervisor: Dr. Denis Pelli

GPA: 3.97/4.0

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

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|-------------|---|
| 2020 - 2025 | McCracken Fellowship , New York University |
| 2020 | Phi Beta Kappa , Georgetown University |
| 2018 | Psi Chi , International Honor Society in Psychology, Georgetown University |

PUBLICATION

- **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), 6. <https://doi.org/10.1167/jov.23.7.6>
- **Pombo, M.**, Briellmann, 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>
- **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

PREPRINTS & MANUSCRIPTS (* indicates equal contribution)

- Kurzawski, J.*, **Pombo, M.***, Burchell, A., Hanning, N.M., Liao, S., Majaj, N.J., Pelli, D.G. (2023). EasyEyes — Accurate fixation for online vision testing of crowding and beyond. *bioRxiv*. <https://doi.org/10.1101/2023.07.14.549019>
- **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.**, Pelli, D.G. (under review, 2023). The Disputed Quartet: Embracing individuality in beauty judgment. *iScience*
- Bruns, A., **Pombo, M.** Ripollés, P., Pelli D.G. (under review, 2023). Emotions of subject and object affect beauty differently for images and music. *Journal of Vision*
- **Pombo, M.**, Kim, M.J., Pelli, D.G. (in preparation) Bespoke typography.

PRESENTATIONS

Conference Presentations

- **Pombo, M.**, Kim, M.J., Pelli, D.G., (2023) *Beauty, liking, and comfort of reading*. Accepted 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.

- **Pombo, M.,** Brielmann, 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.
- 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.

Poster Presentations

- **Pombo, M.,** Kim, M.J., Pelli, D.G., (2023) *Crowding reduces reading speed and comfort*. Poster at the 2023 European Conference of Visual Perception.
- **Pombo, M.,** Kim, M.J., Pelli, D.G., (2023) *Comfort vs. beauty of fonts*. Poster at the 2023 Visual Science of Art Conference
- Abdelrahman, N., Mantegna, F., **Pombo, M.,** Melcher, D., (2023) *Is imagination necessary for emotional engagement with verbal storytelling?* Poster at the 2023 Visual Science of Art Conference.
- **Pombo, M.,** Brielmann, A.A., Pelli D.G., (2022). *Order effects as a function of stimulus similarity*. Poster presentation at the Visual Science of Art Conference.
- **Pombo, M.,** Pelli, D.G., (2023) *The Disputed Quartet - Embracing individuality in beauty judgment*. Accepted as a poster at the 2023 Vision Sciences Society meeting.
- **Pombo, M.,** Pelli, D.G., (2022). *The mutual information of beauty judgment*. Poster at the 2022 Vision Science Society meeting.
- Feng, A., **Pombo, M.,** Pelli, D.G. (2022). *The effect of stories on beauty judgment*. Poster at the 2022 Vision Sciences Society meeting.
- 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.
- **Pombo, M.,** Brielmann, 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.,** Brielmann, 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.,** Brielmann, 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.

Talks

- 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

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

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

Meta Reality Labs (formerly Facebook Reality Labs)

May 2022 - August 2022

- **Research Scientist Intern** on the Quantified Wearability team. Worked closely with a cross-functional team to develop and implement multiple in-person studies to examine aesthetic preferences of 50+ participants quantitatively and qualitatively. Communicated with stakeholders on how findings directly informed product development.

SERVICE

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

Midwood High School Junior Research Course

June 2021 - May 2022

- Mentor a group of high school students on their independent research project and teach them tools to analyze their data

Mango - Spanish Immersion Social Program Coach

April - September 2021

- Facilitated weekly English lessons between a native English-speaking child and a low-income Colombian child

Ad hoc Reviewer

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

MEDIA

- "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

- Vision Science Society
- International Association of Empirical Aesthetics

OTHER SKILLS

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