Luna J. Li luna-li.me | luna.li@psych.ucsb.edu

EDUCATION

Ph.D. Candidate, Psychological and Brain Sciences

Area: Sensation, Perception, and Cognitive Neuroscience

University of California, Santa Barbara

M.A. Candidate, Psychological Science

California State University, Northridge

B.S. in Psychology (cum laude)

University of California, Riverside

2020-Present

2018-2020

2018

PUBLICATION

Santander, T., Leslie, S., Li, L. J., Skinner, H. E., Simonson, J. M., Sweeney, P., Deen, K. P., Miller, M. B., & Brunye, T. T. (2024). Towards optimized methodological parameters for maximizing the behavioral effects of transcranial direct current stimulation. *Frontiers in Human Neuroscience*, 18. https://doi.org/10.3389/fnhum.2024.1305446

SELECTED PRESENTATIONS

- Li, L. J. & Miller, M. B. (2025, November). ERP correlates of strategic and implicitly-reinforced criterion shifting. Poster presented at the 66th Annual Meeting of the Psychonomic Society, Denver, CO.
- Li, L. J. (2024, September). Strategic and implicitly reinforced criterion shifting in recognition memory: an individual differences perspective. Poster presented at the Army Institute for Collaborative Biotechnologies Cognitive Neuroscience Workshop, Santa Barbara, CA.
- Li, L. J., Layher, E., & Miller, M. B. (2023, March). Strategic and implicitly reinforced criterion shifting in recognition memory: an individual differences perspective. Poster presented at the Cognitive Neuroscience Society Annual Meeting, San Francisco. CA.
- Li, L. J., Layher, E., & Miller, M. B. (2022, November). Strategic and implicitly reinforced criterion shifting in recognition memory: an individual differences perspective. Poster presented at the 62nd Annual Meeting of the Psychonomic Society, Boston, MA.
- Leslie, S., Santander, T., Li, L. J., Brunye, T., & Miller, M. B. (2022, April). SynTESizer: A meta-analytic tool for modeling and optimizing transcranial electrical stimulation effects. Poster presented at the Cognitive Neuroscience Society Annual Meeting. San Francisco. CA.
- **Li, L. J.**, Layher, E., & Miller, M. B. (2021, November). Direct comparison of strategic and implicitly reinforced criterion shifting in recognition memory. Poster presented at the 61st Annual Meeting of the Psychonomic Society, Virtual.
- Li, L. J. (2021, May). Summer enrollment and student academic success. Five-minute talk presented at CSUN Institutional Research Faculty Scholars Symposium (Virtual), Northridge, CA.
- Li, L. J. (2020, March). Response bias in recognition memory: the role of cognitive effort. Ten-minute talk presented at the 2020 CSUNposium (Virtual), Northridge, CA.
- **Li, L. J.**, Greenwald, C., Lindsay, S., & Kantner, J. (2019, November). Is a conservative recognition decision bias more effortful than a liberal one? Poster session presented at the 60th Annual Meeting of the Psychonomic Society, Montreal, QC, Canada.

RESEARCH

Graduate Student Researcher, Miller Memory Lab, UC Santa Barbara

Oct. 2020-Present

Supervisor: Michael Miller, Ph.D.

Dissertation: Cognitive mechanisms of individual differences in memory decision flexibility

- Designed experiments and coded computerized cognitive tasks in jsPsych, PsychoPy, and MATLA
- Deployed online behavioral studies via Pavlovia/GitLab and Prolific, Qualtrics
- Recruited and collected data from hundreds of human subjects in online, in-lab behavioral, EEG, and fMRI studies
- Prepared white papers, grant applications, and annual progress reports for Army Research Laboratory grants
- Trained undergraduate and high school research assistants in human subjects research ethics, behavioral data collection protocols, and EEG data collection protocols

Research Assistant, Chicano Studies Institute, UC Santa Barbara

Jan. 2022-Present

Supervisor: Yader Lanuza, Ph.D., Department of Sociology

- Conducted regression and causal mediation analyses with complex survey design using R and Stata
- Prepared manuscripts (including R&Rs) for three published/working papers
- Followed strict data security protocols working with large-scale National Center for Educational Statistics restricted-use datasets involving sensitive demographic information

Graduate Research Intern, Office of Institutional Research, CSU Northridge

Aug. 2019-May 2021

Supervisors: Jason Morin, Ph.D., Janet Oh, Ph.D.

- Worked with supervising researchers to conduct data analysis and visualization in R for university-commissioned studies on student academic success
- Prepared written reports and collaborated with internal graphic design team to communicate key findings to a
 general audience (selected published reports: 1, 2, 3) or as internal reports to university stakeholders

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Last updated: 10/12/2025

Aug. 2018-May 2020

Graduate Student Researcher, Kantner Lab, CSU Northridge

Supervisor: Justin Kantner, Ph.D.

M.A. thesis: Cognitive biases in receptivity to pseudo-profound language

- Designed and coded recognition memory experiments in E-Prime; analyzed results in R and Excel
- Trained undergraduate research assistants on E-Prime coding and human subjects data collection

Undergraduate Research Assistant, UC Riverside

2017-2018, Varied

UCR Psycholinguistics & Computational Cognition Lab (Supervisor: Curt Burgess, Ph.D.)

 Collected and analyzed Qualtrics survey data on the relationship between language comprehension and reasoning, cognitive biases, and cognitive abilities

UCR Brain Game Center (Supervisor: Aaron Seitz, Ph.D.)

Conducted behavioral data collection sessions for various computerized cognitive tasks

UCR Cognitive Neuroscience of Perception, Attention, & Memory Lab (Supervisor: Weiwei Zhang. Ph.D.)

Conducted behavioral data collection sessions for working memory studies in MATLAB

TEACHING & MENTORSHIP

Department of Psychological and Brain Sciences, UC Santa Barbara

Instructor (Teaching Associate)

2024 & 2025

- Independently prepared course material for lectures, TA-led lab sections, assignments, and exams
- Held 3x weekly lectures over 6 weeks for class sizes of 60-80 undergraduate students
- Courses: PSY 10A Research Methods (Summer 2024), PSY 10B Statistics (Summer 2025)

Teaching Assistant

2020-Present

- Led weekly discussion and lab sections for class sizes of 20-30 undergraduate students, graded homework and exams, assisted instructors with course development
- Courses: PSY 1 Intro Psychology, PSY 10A Research Methods, PSY 10B Statistics, PSY108 Cognitive Psychology, PSY 111 Behavioral Neuroscience, PSY 120L Laboratory in Advanced Research Methods

PSY 1 Course Coordinator

2021–2023 AY

Managed course material, TA section placement, student enrollment, and grades for class sizes 400-700

Honors Thesis Mentor 2021–2022, 2025–2026

Supervised two PBS undergraduate honors thesis projects (PSY 197)

Research Mentorship Program, UCSB Summer Sessions

2024 & 2025

Research Mentor

 Led advanced high school students on literature review, development, and behavioral/EEG data collection of independent research projects presented at the RMP Research Symposium

Department of Psychology, CSU Northridge

Teaching Assistant, Latent Variable Analysis (PSY 534)

Fall 2019

Graded homework and exams, provided R tutorials and troubleshooting for fellow graduate students

Academic Resource Center, UC Riverside

Undergraduate Peer Tutor

2017-2018

Gave tutoring and exam review sessions for lower-division undergraduate Psychology courses

SERVICE

Department of Psychological and Brain Sciences, UC Santa Barbara

Graduate Student Representative, Subject Pool Committee

2025–2026

- Coordinated with PBS faculty and staff on department Sona subject pool management and administrative transition
 Member, Graduate Executive Committee
- Organized internal administrative projects including department social events and grad student newsletters

AWARDS

CSU Northridge Dept. of Psychology Tabachnick and Fidell Multivariate Statistics Award

2020

PROFESSIONAL AFFILIATIONS

Psychonomic Society

2018-Present

Cognitive Neuroscience Society

2020-Present