

Angie Nikoleychuk

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Education

M.Sc./PhD, McMaster University, Hamilton, Ontario, Canada **Current**
2025 – Present

- **Research Topics:** Amplitude envelope and its role in annoying sounds, the Schutz-Lipscomb Illusion.

B.Sc. in Psychology, University of Lethbridge, Lethbridge, Canada **GPA: 3.57**
2015 – 2024

- **Honours Thesis:** “*Music, contextual cues and sequences*,” under the supervision of Dr. Louise Barrett, Dr. David Logue, & Dr. Bryn Hughes (June 2024).

How does music and sound affect our ability to recall and reproduce sequences? Can we relate specific sounds to specific information or processes? I used a modified, audio-based go/no-go task to find out.

Research Interests

- **Psychophysics/Psychoacoustics**

What is it about a sound that makes it annoying? What we see affects how long we perceive a sound to be. Why? And how does it work? What strategies and mechanisms do we use when we hear a non-harmonic sound?

- **Humans and Technology**

How do sounds and music affect how we use smartphones, play games, and interact with technology? Can we make use of that to improve the effectiveness of our technology?

- **Decision-Making and Judgement**

How does music influence cognitive processes and affect how we learn, know, and communicate? How do we perceive silence? We have sound illusions, but what about silence illusions?

- **Data Analysis and Statistics**

Turning data chaos into actionable answers and a deeper understanding of the world around us.

Course Projects

- **Independent Study, PSYC 4990 - Exploring Quality of Life in a Psychological Context:** *"Quality of life assessments, autistic populations and methodology: A better quality of life is only an illusion,"* under the supervision of Dr. Louise Barrett (June 2023). I explored how quality of life surveys are built, administered, and used, identifying strengths, weaknesses, and how they can go wrong.
- **Independent Study, NEUR 3990 - Functional Design, Cognition, and Decision-Making:** *"Cognitive disabilities, technological flexibility and the NIH Toolbox - Cognitive Battery: a literature review"* under the supervision of Dr. Robbin Gibb (June 2022). I learned about the development of the digital cognitive assessment tool, its sensitivity, and what makes it effective to determine how it could be gamified.
- **Independent Study, PSYC 2990 - Cognition and Functional Design:** *"Autism, iPads & interaction: designing technology for independence & inimitable minds,"* under the supervision of Dr. John Vokey (Spring 2017). Based on the work of Don Norman and James Gibson, I examined what needs autistic individuals have and how technology could help overcome them.
- **PSYC 3850 – Psychology of Creativity & Innovation**
The Effects of Competition on Improvisers' Motivation, Stress, and Creative Performance: A Reaction Paper A reaction paper discussing the effect of competition on creativity in music, where the study falls short, and variables that may have been overlooked.
- **NEUR 3655 - Cognitive Neuroscience II**
Synopsis of "Preserved Neural Correlates of Priming in Old Age and Dementia" by Cindy Lustig and Randy L. Buckner (2004) A summary of a paper examining the neural correlates of priming in individuals with cognitive decline.
- **PSYC 3400 - Methods, Statistics & Design**
Are Dollars Driving Degrees in the United States? A simple project demonstrating my understanding of R, Python, Bayesian models, and data analysis.
- **PSYC 3850 – Consumer Psychology**
The Gap Rebrand: Why It Failed & How To Move Forward The Gap clothing brand failed spectacularly in 2010 to launch a new logo. In this class paper, I explored why the rebrand failed and suggested how they can do it right next time using foundational principles of marketing and psychology.

Skills

- **Music Performance**
27 years as an oboist
Private tutor
Composer
Clinician

- **Data Analysis & Statistics**
 - Jamovi
 - Machine Learning
 - Bayesian modeling
 - R, Python, JavaScript
 - MySQL, Tableau, Excel
 - Survey sampling & methodology
 - Statistical analysis
- **Digital Marketing & Consumer Psychology**
 - CSS, PHP, HTML
 - Project management
 - Personas and strategy
 - Conversion optimization
 - Consumer decision-making
 - Search Engine Optimization (SEO)

Honors & Awards

- **Letter of Recognition - University of Lethbridge Faculty Association** for student leadership and initiatives undertaken throughout 2021-2022 year.
- **Best Undergraduate Student Poster Award 2017 - I-CYS - Institute for Child and Youth Studies** "*Autism, iPads & Interaction: Designing Technology for Independence & Inimitable Minds.*"
- **2017 Philip North Scholarship** - (\$1,000).
- **2017 StudentWise Bursary** - (\$500).
- **2016-2017 Bill Chapman Certificate of Distinction - University of Lethbridge Students Union** - recognizing "a substantial and innovative initiative benefiting students" for my work on student transit and transportation (\$200).
- **2016 Philip North Scholarship** (\$1,000).
- **1996, 1997, 1998, 1999 - Music Performance Awards & Recognition**
 - First Place - Concerto/Concerted Work for Woodwind (\$100).
 - First Place - National Senior Woodwind - Open (\$1000).
 - First Place - National Woodwind Senior & Intermediate (\$500).
 - Outstanding Music Camper Award for Achievement & Leadership.

Published Papers

- **Leung, B., Kelley, H., Nikoleychuk, A., Kirk, G., Shahrabi, F., Hecker, V., & Schaaf, N. (2024).** Building Relationships, Forming Collaborations: Lessons Learned From an Unconference Seeking to Cultivate Solutions in Healthcare. *Health Expectations*, 27. <https://doi.org/10.1111/hex.70021>

Industry Reports

- Leung, B., Nikoleychuk, A., Kirk, G., Kelley, H., Hecker, V., Shahrabi, F. S., **“CHRISA Unconference: Utilizing unconference models to explore and solve complex issues in the healthcare industry,”** *CHRISA Unconference 2023*, Lethbridge, Alberta, Canada, 2023, Conference workshop paper (In progress) (Contributing author).
- Steele, B., Nikoleychuk, A., Benito, B., Bobita, P., Morton, K., Villarica, A., **“State of SEO 2023,”** from *Search Engine Journal* (Survey design & data analysis).
- Nikoleychuk, Angie, Petrosyan, Vahan, **“How Do Ads Affect Website Visitor Behavior?”** from *Search Engine Journal* (Experiment design, data analysis, presentations, & reports).
- Steele, B., Nikoleychuk, A., Benito, B., Bobita, P., Biong, R., Walsh, S., Petrosyan, V., Southern, M., **“State of SEO 2022,”** from *Search Engine Journal* (Data analysis).

Activities

- **Behavioural Science for Smarter SEO**, SEOCharity, June 4, 2025 (Speaker)
- **20th Annual NeuroMusic Conference: Thinking About the Future of Music Neuroscience**, Hamilton, Ontario, October 1-2, 2024 (Attendee)
- **Society for Music Perception 2024 Conference**, Banff, Alberta, July 25-27, 2024 (Attendee)
- **19th Annual Hybrid NeuroMusic Conference: Rhythm, Expectation and Emotion**, Hamilton, Ontario, October 28, 2023 (Attendee).
- **The 26th ACM Conference On Computer-Supported Cooperative Work And Social Computing (CSCW'23)**, Minneapolis, MN, October 14-18, 2023 (Attendee).
- **Canadian Society for Brain, Behaviour and Cognitive Science (CSBBCS) 2024**, Guelph, Ontario, July 17-19, 2023 (Attendee).
- **Collaborative Health Research Institute of Southern Alberta (CHRISA) Unconference**, Lethbridge, AB, May 2023 (Attendee).
- **Data Visualization** with Kevin Hartman, Chief Analytics at Google, September - October 2022 (Course).
- **The 37th Meeting of the Banff Annual Seminar in Cognitive Science (BASICS)**, Banff, Alberta, May 4-5, 2018 (Attendee).
- **The 36th Meeting of the Banff Annual Seminar in Cognitive Science (BASICS)**, Banff, Alberta, May 6-7, 2017 (Attendee).
- **Introductory Managerial Case Competition**, University of Lethbridge, Lethbridge, Alberta, March 5-6, 2016 (Participant).
- **Live SEO Audits: Quick Wins and Opportunities**, Wix.com, Inc., October 17, 2023 (Virtual, Speaker).
- **How to Run Website Experiments**, Search Engine Journal, October 11, 2023 (Virtual, Presenter).

- **How to Become an Accidental Activist**, WGST 2600 - Activism and Advocacy, University of Lethbridge, October 2022 (Guest Lecturer).

Professional Experience

- **Search Engine Journal**, Behavioural Data Analyst and Content Marketing Manager, Boca Raton, Florida (August 2021 to present)
 - Research, data analysis, and strategy
 - Reader persona research, development, and implementation
 - Presentations and reporting
 - Content promotion and management
 - Social media marketing, strategy, and promotion
- **Angie's Copywriting**, Owner and Senior Consultant, Maple Creek, Saskatchewan (August 2004 to August 2021)
 - Consumer behaviour and conversion optimization
 - Marketing strategy
 - Search Engine Optimization (SEO)
 - Content, websites, and advertising

Memberships

- **MIMMersion** - McMaster Institute for Music and the Mind (Grad Committee Member/Organizer)
- **APA/CPA** - American/Canadian Psychological Association (Member).
- **CSBBCS** - Canadian Society for Brain, Behaviour, and Cognitive Science (Member).
- **ACM** - Association for Computing Machinery (Member).
- **SIGCHI** - ACM Special Interest Group on Computer-Human Interaction (Member).
- **SMPC** - Society for Music Perception and Cognition (Member).

Interests

Music: Learning new instruments, composition, and blending music with video, graphics, and other elements.

Automation: Home automation DIY and how everyday objects are designed.

Outdoors: Geocaching, camping, fishing, and hiking.

References

- **Dr. John Vokey**
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- **Dr. Louise Barrett**
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- **Dr. Richard Mueller**
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- **Dr. Jennifer Williams**
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