

MICHAEL RYAN SNELL

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Key Skills and Competencies

Quantitative Research,
Mixed Methods
Research,
Project Management,
Statistical Programming,
Visualization,
Verbal/Written
Communication,
Leadership,
Mentorship/Teaching

Tools

R, SQL, Python,
Microsoft Office, SPSS,
Tableau, Stanford NLP,
Mallet, IBM Watson
Machine Learning Studio

Languages

English, Spanish

Organizations

Psychology of
Technology Institute,
American Association for
the Advancement of
Science, Society for
Personality and Social
Psychology, American
Psychological
Association, Honor
Society of Phi Kappa Phi

Experience

Facebook (2019)

UX Researcher Intern, Marketplace and Commerce

- Planned, executed, and delivered foundational product, market, and user research within a highly collaborative fast-paced B2C/C2C environment, with significant cross-functional impact on the fastest growing product in the Facebook family, with over 750 million users globally.
- Utilized surveys, participatory design, prototyping, usability testing, observation lab studies, remote/in-person interviews, ethnography, literature reviews, and large statistical analyses with large data sets with sensitive information.
- Conducted market analyses and competitor audits in both domestic and international markets, revealing major opportunities in key verticals.

Merging Emerging Realities Lab (2015-Present)

Lab Manager and Principal Researcher

- Develop, manage, and facilitate ongoing research program dealing with technology, behavior, and big data research design.
- Consulted for numerous businesses, agencies, and publications on consumer behavior and theory.
- Projects include work with Spotify, Pinterest, and YouTube.
- Awarded prestigious Diversity in Research Award from SPSP for research partnership investigating the health-related implications of mobile app design.

Nat'l Assoc. of Graduate-Professional Students (2017-18)

Southeast Regional Director

Project Lead, National Doctoral Survey 2020

- Project manager for a multi-year survey of graduate students nationwide, for publication in *Science Magazine*.
- Appointed to represent approx. 150,000 students on the board for a national education non-profit

Advanced Virtual Human Resources Lab (2014-15)

Research Assistant

Education

PhD Student, Psychology

(2015-Present)

University of Georgia

Doctoral GPA: 4.0

Master of Science

(2017)

University of Georgia

Masters GPA: 3.8

Bachelor of Music

(2013)

Hugh Hodgson

School of Music

Other Experience

Aug. 2018-

Present

Principal Instructor, Social Psychology

Authored extensive revisions to undergraduate social psychology course curriculum. Instructing two course sections (30 and 60 students, respectively), with revamped project-based learning and assessment strategies designed to enhance application of essential psychological theories and principles to real-world social challenges.

May-July

2018

Instructor, Advanced Statistical Research Analysis

Developed course plan, syllabus, and materials for project-based research analysis curriculum. Explained, modeled, and guided students through advanced tutorials using R, SPSS, and Excel for data entry, importing, management, cleaning, and analysis.

Apr.-Nov.

2017

Vice Chair, Southeast Region, National Association of Graduate-Professional Students

Coordinated outreach to state legislatures on issues of student debt reform, interest rate inequality, undocumented student admission, insurance subsidization, and labor compensation. Coordinator for the 2018 Regional NAGPS Conference.

Sept. 2016-

Present

Founder and Director, ASPIRE STEM Outreach Program

Collaborated with Title I school systems state-wide to bridge underserved and underrepresented students to university student and faculty mentors in STEM disciplines. Secured grant funding through the Office of Institutional Diversity and President's Venture Fund. Significant increases in STEM interest, achievement at science and engineering fairs, and self-efficacy were observed among student mentees throughout the program's first and second years. Seeking National Science Foundation funding.

Oct. 2016-

Mar. 2017

Founder and Chair, Integrative Research & Ideas Symposium (IRIS)

Organized and executed the largest interdisciplinary research event in UGA's history (212 presentations). Negotiated speaker contracts; fundraised; established a STEM mentorship endowment. University funding for graduate student programming increased by nearly 1100% as a result of the success of this program.

May 2016-

May 2017

President, UGA Graduate and Professional Student Body

Elected by UGA's approx. 9000 graduate and professional students. Increased student access to research and travel funding, raised number of active student representatives by nearly 2000%, advocated for childcare subsidies for students with children, established a community-engaged research endowment, and worked with faculty and administration to modify the university calendar to enhance student learning, increase research productivity, and open doors for students to take advantage of more summer internship opportunities.

Jan.-July

2017

Teacher, Gwinnett County Public Schools

Teacher and after-school instructor at Norcross High School, an International Baccalaureate World School in the Gwinnett County Public Schools system.

2009-2012

Counselor, The Trevor Project

Engaged in suicide prevention training, organized demonstrations, worked with civic leaders at national, state, and local levels to advocate for awareness of mental health issues and suicidal ideation among teens and young adults, especially at-risk LGBT.

Honors, Recognitions, Grants, and Other Activities

- 2016 **President's Venture Fund Award**
Awardee, Small Grant (\$1000)
- University of Georgia Alumni Association**
Board Member
- Educational Affairs Committee, University of Georgia**
Student Body Representative
- Council of the University of Georgia**
Spokesperson, UGA Graduate and Professional Student Body
- Georgia Science and Engineering Fair**
Judge
- University of Georgia Mandatory Fees Committee**
Student Representative
- 2017 **Josiah Meigs Distinguished Teaching Professorship**
Selection Committee Member
- National Association of Graduate-Professional Students**
Vice Chair, Southeast Region
- UGA Graduate Student Body**
Vice President
- Graduate Travel Award, The Graduate School (UGA)**
Awardee, Research Travel to University of California - Berkeley
- President's Venture Fund Award**
Awardee, Small Grant (\$5000)
- Executive Committee of the University Council**
Student Representative
- Georgia Science and Engineering Fair**
Judge
- 2018 **American Association for the Advancement of Science**
Session Aide
- Society for Personality and Social Psychology (SPSP)**
Student Judging Committee Member, 2018 SPSP Conference
- SPSP Diversity in Research Award**
Recipient (Society for Personality and Social Psychology)
- The Honor Society of Phi Kappa Phi**
Invited Member
- Three-Minute Thesis Competition (3MT)**
Finalist, Presentation Title: "Beyond Identity Politics"
- Golden Key Honor Society**
Invited Member
- Graduate Travel Award, The Graduate School (UGA)**
Awardee, Research Travel to Stanford University
- Georgia Science and Engineering Fair**
Head Judge, Social and Behavioral Sciences

Research

- Antwine, R. D., Snell, M. R., & Campbell, W. K. (2018, March). *The vision we share: Political narratives, moral values, and utopia*. Presented at meeting of Society for Personality and Social Psychology, Atlanta.
- Eiler, B. A., Doyle, P. C., Snell, M. R., & Al-Kire, R. L. (2018, June). *Mixed media methodology: Using tech to explore social problems*. Accepted for presentation at meeting of Society for the Psychological Study of Social Issues, Pittsburgh.
- McCain, J. L., Weiler, P., Snell, M. R., & Campbell, W. K. (In review). *Narcissism and online activism*.
- Snell, M.R., Campbell, W.K. (2018). *The dopamine hypothesis of social media*. Manuscript in preparation.
- Snell, M.R., Campbell, W.K. (In review). *Grindr profiles, implicit user motivations, and risky behavior: Implications for app design*.
- Snell, M.R., Campbell, W.K., McCain, J., Weiler, P., Siedor, L. (2017). *Personality in the virtual world: Invariance, means, and a sketch of a discontents model*. Manuscript in review.
- Snell, M.R., Pugh, D.T., Campbell, W.K. (2019). *Sound and self: Music preferences as a discrepancy reduction strategy*. Accepted for presentation at annual meeting of Society for Personality and Social Psychology, Portland.
- Snell, M.R. (2018, March). *On society and its discontents: How culture shapes human behavior in virtual worlds*. Presented at meeting of Society for Personality and Social Psychology, Atlanta.
- Snell, M.R. (2017). *An imperfect shadow: Personality in the virtual world* (master's thesis). University of Georgia, Athens, United States.
- Snell, M.R. (2017). *Health-related outcomes of the great digital migration: A meta-analysis of life course research*. Presented at Integrative Research and Ideas Symposium, Athens.
- Snell, M.R. (2017, January). *Grindr: Relationship pursuits, sexually risky behavior, and authenticity in the early mobile broadband age*. Presented at meeting of Society for Personality and Social Psychology, San Antonio.
- Snell, M.R. (2017). *Personality invariance in the virtual world*. Presented at meeting of Psychology of Technology Institute, Berkeley.
- Snell, M.R. (2018). *The great domain shift in human behavior: Assessing the lexical hypothesis in the digital age*. Manuscript in Preparation.
- Weiler, P., McCain, J. L., McLane, W. L., Snell, M. R., & Campbell, W. K. (2018). *Personality and minecraft: An exploratory study of the big five and narcissism*. Manuscript in preparation.