

# MELODY V. SANCHEZ-LUCA

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## EDUCATION

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**PRINCETON UNIVERSITY**, A.B. in Psychology, Minor in Environmental Studies 2016

- *Elected to Membership in the Society of Sigma Xi, 2016*
- *Nominee, Miller-Schroeder Memorial Prize, 2016*
- *Featured Musician at reception to celebrate \$101 million donation for Lewis Arts Complex, 2013*

## RESEARCH EXPERIENCE

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**VIRGINIA COMMONWEALTH UNIVERSITY** Richmond, VA  
Research Assistant, Department of Psychology (May – October 2023)

- Increased study enrollment 250% by redesigning outreach materials for the Center for the Study of Tobacco Products. Conducted data collection, qualification, & analysis. Aided IRB revisions.
- Skills: Redcap, SPSS, Excel, participant recruitment and retention, scheduling & running both qualifying and experimental sessions, inventory management, participant vitals measurement, informed consent process, participant payments, puff topography equipment & software
- PI: Dr. Alison Breland

**PRINCETON UNIVERSITY** Princeton, NJ  
Undergraduate Researcher, Department of Psychology (Jan 2015 – May 2016)

- Developed a research proposal, funding application, and IRB application for independent research on the topic of: “Cognitive Dissonance as a Persuasive Tool: Shaping Climate Change Beliefs and Pro-Environmental Behaviors” (Advisors: Joel Cooper & Sander van der Linden)
- Secured summer funding and IRB exemption for a 3-day fieldwork trip to Santo Domingo, DR to conduct video interviews of local citizens, community leaders, professors, and governmental officials, followed by 4 weeks at Princeton to transform 6 hours of footage into two 5-min videos
- Designed, tested, and revised experimental procedure in response to: feedback from advisors and beta testers; shifting geopolitical contexts; and limitations of primary & supplementary funding.
- Collected survey data via Qualtrics, and paid MTurk participants via TurkPrime, across a two-phase, six-condition study. Data analyses revealed statistically significant effects of morality-based narrative-frameworks in the cognitive dissonance intervention + persuasive video conditions, increasing support across the political spectrum for climate mitigation policies.
- Thesis write-up, oral defense, poster design/presentations at program colloquia & conferences.

## COMPETITIVE GRANTS AND SCHOLARSHIPS

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Underserved Institutions – Discovery Project Grant (InterVarsity), 2021  
Henrietta S. Treen Scholarship (Center for Scholarship Administration), 2015  
Princeton Environmental Institute (PEI) – Senior Thesis Funding Award, 2015

## PROJECTS

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### WEBSITE REDESIGN (Caroline Community Theatre)

Nov 2024-July 2025

Role: Volunteer Website Designer & Administrator

Overview: Redesigned CCT's logo and website, enhancing branding, security, and accessibility through a BlueHost >> WordPress migration, CSS customization, and UX design. Occasional content and performance updates as requested.

### INYEON AI (Mental Health Journaling App)

Sep 2023-Present

Role: User Experience Researcher (part-time/seasonal, freelance)

Research Areas: Using AI to transform voice journaling into personalized insights, consumer sentiment and comfort with AI usage, data privacy, product feature prioritization, AI ethics. ([www.inyeon.ai](http://www.inyeon.ai))

### UNDERSERVED INSTITUTIONS DISCOVERY PROJECT (InterVarsity)

Aug 2021-July 2022

Role: Project Lead

Overview: Developed, secured funding, and implemented a new Latine student leadership program for InterVarsity students via a "work study" initiative to overcome access barriers and increase Latine representation & inclusion at Emory and nationwide.

### INTERVARSITY PILOT PROGRAMS

Aug 2018-July 2022

1. G.A.P.S. Framework: Tested and reported results for a new fundraising strategy
2. Peer Visit Program: Applied and was selected to be inaugural participant in the revamped peer visit program for staff, gave interviews for feedback on my experience
3. #ActLoveWalkChallenge: Guided Emory and Agnes Scott InterVarsity students through an asynchronous, digital, beta-app-based scavenger hunt during COVID lockdowns

### "AN ENDURING HOPE" – YOUTUBE LIVE EVENT (InterVarsity)

June 2020

Overview: Based on surveys and interviews I conducted with Emory students and ministry supporters about their needs and experiences of COVID isolation, I created a special online event with compiled music & arts performances to build a sense of community, togetherness, and belonging. Due to its broad success, the broader Georgia InterVarsity team replicated my program for all of GA the following year.

### SPARC520 (Green Buildings Initiative)

Summer 2012 & 2013

Role: Energy Analyst Research Intern at SPARC, LLC

Duties: Led data analysis and consolidation efforts for energy consumption data for Veterans Administration buildings in the National Capital Region, acting as principal project manager. Conducted in-depth research on environmental policies to inform sustainable decision-making and enhance product development. Presented findings & recommendations, contributing to the improvement of SPARC's software solutions.

## SCIENTIFIC OUTREACH

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Princeton Citizen Scientists "Day of Action" (April 2017) – "table talk" on carbon pricing  
PEI Discovery Day (May 2016) – poster presentations of my senior thesis research

## TEACHING/MENTORSHIP EXPERIENCE

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- 2025 Musical Director, *Into the Woods* (Caroline Community Theatre)  
 ▪ Nominee, “Best Music Direction” (2025 BroadwayWorld Central VA Awards)
- 2018-2022 Program Director (InterVarsity) – Led weekly small group discussion seminars for college students at Emory on the topics of theology, community, service, and justice. Gave student leadership training and ongoing, individual mentorship for 8-14 students each semester.
- 2016-2018 Ministry Fellow (Manna Christian Fellowship) – Similar responsibilities as above, but in a supervised, apprenticeship capacity at Princeton, and capped at five students per semester.
- 2013 Teacher at a Summer English School in Jeonju, South Korea, for students aged 7-17

## PROFESSIONAL AFFILIATIONS

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Disability Research Lab, Member, October 2025 – Present  
 Citizens Climate Lobby, Atlanta Chapter, Member, 2018 – 2022

## HIGHER ED CONFERENCES & TALKS

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“*Faith, Hope, Love, & Mental Health*” – Invited Talk, Beloved Community Gathering, Emory University, January 30, 2022.

*Imagining the Possibilities* – Conference, Association for Chaplaincy and Spiritual Life in Higher Education (ACSLHE), Online, March 8–9, 2021. (Selected to be liaison/representative for InterVarsity)

“*Because the World is Watching*” – Invited Talk, Beloved Community Gathering, Emory University, January 31, 2021.

*Perspectives on the Place and Purpose of Chaplaincy in Higher Education* – National Association of College and University Chaplains (NACUC), Hartford, CT, February 10–12, 2020. (Liaison for IV)

## OTHER PRINCETON UNIVERSITY INVOLVEMENT

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### Alumni Involvement:

Alumni Schools Committee (ASC) Volunteer	2026-Present
Stand Up for Princeton and Higher Education	2025-Present
QPA (Queer Princeton Alumni)	2021-Present
ALPA (Association for Latino Princeton Alumni)	2017-Present

### Undergraduate Involvement:

Dormitory Assistant, (Princeton Housing Department)  
 Princeton Perspective Project (Student Government Committee)  
 Muslim-Christian Dialogue, Member  
 Princeton University Gospel Ensemble, Soprano  
 Princeton Faith and Action, Student Leader  
 Manna Christian Fellowship, Hospitality Chair  
 Community Service: Unified Sports, Tiger TAILS (Tending to Animals In Local Shelters)  
 Princeton Wind Ensemble, French Horn  
 Piano Accompanist

## **TRAINING & CERTIFICATIONS**

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Data Fundamentals, IBM SkillsBuild (2025)  
Project Management Fundamentals, IBM SkillsBuild (2025)  
Salesforce Certified Administrator (2025)  
Google AI Essentials (2024)  
Google UX Design & Research, Professional Certificate (2024)  
CITI Responsible Conduct of Research (2023) and Humans Subjects Research (2025)

## **WORK EXPERIENCE TIMELINE**

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2025-           Salesforce Administrator, Oilmatic Systems LLC. Freelance / Remote  
2024-2025    Generative AI Content Specialist, Outlier AI. Contract / Remote  
2023-           UX Researcher, Inyeon AI. Seasonal / Remote in Fredericksburg, VA  
2023           Research Assistant, Virginia Commonwealth University. Full-Time / Richmond, VA  
2022           Caretaker (Helped with in-home hospice care for grandfather). Fredericksburg, VA  
2018-2022    Program Director for Emory Undergraduate Ministries, InterVarsity. FT / Atlanta, GA  
2016-2018    Ministry Fellow, Manna Christian Fellowship at Princeton. FT / Princeton, NJ  
2014           Bookstore Associate, Mr. K's Used Books. Part-Time / Charleston, SC  
2013, 15-16   Dormitory Assistant, Princeton Housing Department. PT / Princeton, NJ  
2013           ESL Teacher & Live-in Camp Counselor, ChildU English School. FT/Jeonju, South Korea  
2012-2013    Energy Analyst Research Intern, SPARC LLC. FT / Charleston, SC  
2009-2011    Private Piano Instructor, Self-Employed. PT / Summerville, SC

## **OTHER SKILLS & TOOLS**

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Creative Problem Solving, Multimodal Communication, Intercultural Dexterity, Attention to Detail, Customer Service, Agile/Scrum Methodologies, Figma, Adobe Creative Suite, Zoom, Notion, Redcap, Smartsheet, Mailchimp, Asana, Salesforce, Qualtrics, SPSS, R, GenAI Tools, WordPress, Musician