

Willow Schmidt

Santa Cruz, California

geschmid@ucsc.edu | willow.schmidt.research@gmail.com
willowschmidt.com

EDUCATION

University of California, Santa Cruz, 2025 – Present

In progress: B.A. Psychology (Intensive) | B.S. Cognitive Science | Minor in Statistics

GPA: 3.60

Cabrillo College 2022 – 2025

A.A. Psychology | A.A. Liberal Arts & Sciences (Interdisciplinary Studies Emphasis)

RESEARCH EXPERIENCE

Generative AI Use Patterns & Cognitive Outcomes, 2025

PSYC 100: Research Methods (A+) — University of California, Santa Cruz

- Designed and conducted research to examine the relationship between college students' AI use patterns and cognition using a self-report survey method and a performance-based assessment
- Developed survey instruments, managed data collection, and performed statistical analyses on the results, with three statistically significant relationships found
- Wrote an APA-formatted research paper to describe the methods used and the implications of the findings
- Earned an A+ in the course; selected to present findings at the 2026 Cornell Undergraduate Psychology (CUP) Conference
- More information on my website: <https://willowschmidt.com/airesources>

Attitudes Toward Death & Psychological Well-Being 2024

PSYCH 2B: Research Methods (A)— Cabrillo College

Instructor: Cassidy Sterling, Ph.D.

- Co-authored study examining the relationship between death-accepting attitudes and psychological well-being using a custom Likert-scale survey
- Recruited diverse participants via convenience and snowball sampling; conducted Pearson correlation analysis
- Contributed to survey design, data collection, statistical analysis, and write-up

CONFERENCE PRESENTATIONS

Cornell University Psychology Conference, Ithaca, NY (April, 2026).

Title: *Beyond The Chatbot: How Students use Generative AI and What it Means for Cognition.*

Poster: <https://willowschmidt.com/airesources/poster.jpg>

HONORS & AWARDS

Dean's Honors Summer 2025 - *University of California, Santa Cruz*

RELEVANT COURSEWORK

University of California, Santa Cruz

Research Methods (A+) · Psychology of Language (A-) · Philosophy of Cognitive Science (A-) · Beginning programming in Python (A+) · Human Variation & Adaptation (A+) · Sexual Identity & Society (A) ·

Cabrillo College

Research Methods in Psychology (A) · Intro to Developmental Psychology (A) · Intro to Social Psychology (A) · Intro to Bio Psychology (A) · General Psychology (B) · Introduction to Cognitive Psychology (B)

SKILLS

Research & Analysis

- Survey design and instrument development
- Data collection, statistical analysis, and visualization

Technical & Software

- Programming in Python
- Microsoft Excel / Google Sheets
- Canva (Graphic design)
- Web development (HTML/CSS)

Communication & Outreach

- Reliable and efficient communication skills
- Infographic development on harm reduction
- Digital marketing and audience analytics
- Social media strategy and content creation
- Maintaining positive relationships with customers

Other Experience:

- **Founded an e-commerce business (Etsy) specializing in rare plants (2020-2022)**
 - Achieved 400+ sales and a 5-star rating
 - Imported rare plants internationally, grew 150+ plants in-house
 - Managed shipping, packaging, and customer relations
- **Independent Digital Content Creator | (2022–Present)**
 - Manage daily data tracking across revenue, audience growth, and posting metrics using custom spreadsheet systems
 - Produce, edit, and schedule original content across multiple platforms
 - Develop and implement audience engagement and growth strategies
 - Maintain consistent customer/subscriber relationships and community management