Ivana Benci

Los Angeles • iva.andel@gmail.com • linkedin.com/in/ivana-benci-275a609 • www.ivana-andel.com

Research & Technical Strategy Consultant

Complex systems & research translation · Early-phase advisory · Independent review

PhD-level researcher and senior technologist with over a decade of experience working at the intersection of research, technology, and product development. Specialized in research synthesis, early-phase problem framing, independent technical and research review, and decision support for complex, ambiguous endeavors.

I help teams and organizations make sound decisions by clarifying assumptions, identifying fundamental technical and conceptual risks, synthesizing existing research, and translating technical complexity into coherent strategic direction.

CORE OFFERING

- Independent research and technical review
- Research-to-strategy translation
- Concept and system-level framing before implementation
- Advisory supervision of technical work
- Early-phase feasibility and risk assessment
- Cross-disciplinary synthesis (technology, media arts, human factors)

SELECTED EXPERIENCE

Founding Technical Advisor, Fanbased
Los Angeles, CA (remote) | 07/2025 – present

Early-stage music technology startup developing an AI-powered platform that helps brands find the right artists for their marketing campaigns by analyzing real fanbase data.

- *Architectural Strategy & Fundraising Support*: Designed the initial system architecture and developed the proof-of-concept backend to validate the feasibility of an AI-powered music analytics platform
- *Strategic Oversight*: Currently providing high-level advisory on technical decision-making and architectural integrity as the company moves through initial funding rounds
- *Human-Centered Design*: Guiding product decisions to ensure complex fanbase data analytics translate into intuitive insights for brands exploring artist matches

Senior Technical Research & Product Strategy, Odeon Inc. dba Schiit Audio
Los Angeles, CA (remote) | 09/2016 – 07/2025

Worked in a senior technical role at a leading US-based audio hardware company, contributing to the development of novel products while operating at the intersection of research, system and algorithm design, and technical decision-making.

- *Product Innovation*: Derived the algorithms and managed the end-to-end development for novel consumer audio processors, including real-time pitch shifting and the proprietary Unison USB receiver
- *Architectural Independence*: Led the strategic transition away from major chip manufacturer frameworks by developing proprietary firmware and FPGA-based algorithms
- *Advisory & Project Management*: Directed technical strategy, hired and managed contractors to implement high-fidelity audio firmware solutions

Ivana Benci

Los Angeles • iva.andel@gmail.com • linkedin.com/in/ivana-benci-275a609 • www.ivana-andel.com

Data Visualization Strategy, **Stem Disintermedia Inc.**
Los Angeles, CA | 01/2016 – 06/2016

- *Synthesis of Performance Metrics: Designed systems to visualize the consumption and performance of digital content across global platforms like YouTube and Spotify*
- *Interface Strategy*: Collaborated with internal community cultivators and stakeholders to inform design decisions for consumer-facing and internal business performance dashboards

Multidisciplinary Researcher | Software Engineer, **University of California, Santa Barbara**
Santa Barbara, CA | 09/2009 – 09/2016

Conducted independent and collaborative applied research at the intersection of technology, music, data, and human experience within a multidisciplinary academic environment.

Independent doctoral research:

- Conceived and led original research in mood-based music recommendation and human–computer interaction
- Designed and deployed an interactive recommendation system, visualizing complex data in a clear format
- Planned and executed user studies; synthesized qualitative and quantitative findings
- Published peer-reviewed research in top-tier scientific venues and presented findings publicly

Collaborative research & technical contributions:

- Led design and conceptual framing of data visualizations for large, complex research datasets
- Contributed research and software engineering skills to a digital humanities project focused on online reading practices
- Translated abstract research questions into interpretable analytical and visual structures
- Collaborated with interdisciplinary research teams to clarify goals, assumptions, and interpretation of results

Software Engineer, **Chatmeter**
San Diego, CA | 11/2012 – 09/2015

- Contributed to the development of a local brand management platform in a fast-growing SaaS environment
- Participated in early-phase feature definition and client-facing case studies
- Helped achieve 31% average monthly revenue growth in 2014

Adjunct Faculty, **Northern Virginia Community College**
Alexandria, VA | 01/2009 – 07/2009

- Designed and taught an introductory computing curriculum
- Translated complex technical concepts into accessible explanations for college students with diverse educational backgrounds

Ivana Benci

Los Angeles • iva.andel@gmail.com • linkedin.com/in/ivana-benci-275a609 • www.ivana-andel.com

EDUCATION

PhD, Media Arts & Technology — University of California, Santa Barbara
MS, Computer Science — George Washington University
BS, Computer Science — University of Belgrade

PUBLICATIONS

I. Andjelkovic, J. O'Donovan, D. Parra. "Moodplay: A Mood Based Interface for Music Recommendation", International Journal of Human-Computer Studies, 2018

I. Andjelkovic, J. O'Donovan, D. Parra. "Moodplay: Interactive Mood-based Music Discovery and Recommendation", ACM UMAP - User Modeling, Adaptation and Personalization, Halifax, 2016

Liu, A., Hoetzlein, R., Raley, R., **Andjelkovic, I.**, Bakht, S., Dickinson, J., ... & Thomas, L. (2012). Friending the Humanities Knowledge Base: Exploring Bibliography as Social Network in RoSE. *White Paper for the NEH Office of Digital Humanities: RoSE Digital Humanities Start-Up Grant (Level 2) HD-51433-11 (9/1/2011 to 9/30/2012). University of California, Santa Barbara*.

Liu, A., Hoetzlein, R., **Andjelkovic, I.**, Bakht, S., Dickinson, J., Hetrick, M., Kalaidjian, A., ... & Thomas, L. (2012). RoSE Research-oriented Social Environment: Bibliographical Knowledge as Social Knowledge.

TECHNICAL FOUNDATION

Software Engineering: C, C++, Python, JavaScript, Matlab, MongoDB, SQL, Full-stack development, APIs
Systems: Audio DSP, Embedded systems, Server deployment, Data visualization
Methods: Applied research, User studies, Statistical analysis