Ipek Oruc, PhD, is the Director of the NOVA Lab and an Associate Professor at the University of British Columbia (UBC). Her research program is focused on the development and application of data science techniques in the analysis of retinal imaging, neuroimaging, and behavioral data, with the goal of advancing vision science and its applications in medicine. She received her BSc and MSc in Computer Science from Bogazici University in 1993 and 1997, respectively, and her PhD in Cognition and Perception from New York University in 2003. After holding postdoctoral positions at the University of Pennsylvania and UBC, she joined the Department of Ophthalmology and Visual Sciences at UBC in 2011. Her interdisciplinary research program has been consistently funded by the National Sciences and Engineering Research Council of Canada (NSERC) Discovery and Accelerator Programs since 2011. She serves on the editorial board of Vision Research and is affiliated with several institutes at UBC, including the Djavad Mowafaghian Centre for Brain Health, the Data Science Institute, and the Graduate Program in Neuroscience.