

Bruna Oewel

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UX & Design Researcher with 6+ years of experience in fast-paced settings, specializing in health and behavior change technologies. Leads qualitative and mixed-methods studies to identify drivers of user engagement and translate findings into product decisions. Work experience in the United States, Brazil, and India.

SKILLS

Research Methods: Interviews, Diary Studies, Participatory Design, Field Studies, Surveys, Usability Testing.

Analysis: Thematic analysis (reflexive), statistical analysis (basic modeling and regression), mixed methods.

Languages: English (fluent), Portuguese (native), Spanish (proficient)

SELECTED EXPERIENCE

Researcher in Human-Computer Interaction

University of California, Irvine

Oct 2020 - Present | Irvine, CA

- Developed frameworks and design recommendations guiding system design and evaluation for context-aware behavior change and mental health technologies.
- Led mixed-methods research across 5 projects (120+ participants) using interviews, diary studies, participatory design, and quantitative analysis.
- Communicated research insights to academic and industry audiences through conference presentations, workshops, and written reports.
- Mentored 7 undergraduate and graduate researchers in qualitative methods, study design, and thematic analysis.

UX Research / Consumer Insights Intern

Amazon Lab126

June - Sept 2024 | Sunnyvale, CA

- Informed early-stage smart eyewear/wearables product decisions by designing and executing eye-tracking field studies and contextual inquiry to understand user behavior.
- Facilitated cross-functional workshop with product, design, and engineering to share learnings and align on research-driven opportunities.
- Delivered stakeholder-ready research insights to support decision-making under high ambiguity.

UX Research / Consumer Insights Intern

Amazon

June - Sept 2023 | Cupertino, CA

- Led 2 research projects for early-stage smart eyewear/wearables, conducting fieldwork, qualitative interviews, and contextual inquiry to understand user behavior.

- Research insights were used in strategic product planning, which secured a new round of executive-level investment.
- Collaborated with cross-functional stakeholders to understand ambiguous environments and create strategic narratives.

UX Research Intern

Meta

June - Sept 2022 | Menlo Park, CA

- Informed FinTech product roadmap by designing and executing studies to understand consumer behavior and needs.
- Led 2 FinTech research projects that involved a literature review, research planning and study design, in-depth interviews, concept testing, and user journey mapping.
- Created and led weekly UX Research intern meetings; produced a collaborative document to share insights for new research hires as part of the onboarding process.

UX Research and Design Assistant

University of Michigan

Sept 2019 - July 2020 | Ann Arbor, MI

- Led UX research and design for (1) a clinical decision support app for medical stakeholders, and (2) a website for academic collaboration.
- Defined system components that support health providers' decisions, helping inform an algorithm that accurately flags patients eligible for optimized treatment.

Product Specialist (last)

Arezzo&Co

Oct 2011 - Feb 2015 | Sao Paulo, Brazil

- Owned merchandising and assortment strategy for women's bags and accessories, leveraging cultural insights, market research, and product performance data.
- Managed product lifecycle, pricing, and assortment planning to optimize category performance and meet sales targets.
- Collaborated cross-functionally with design, marketing, and planning teams to execute seasonal product strategies.
- Delivered 10% annual sales growth through data-informed assortment and merchandising decisions.

EDUCATION

University of California, Irvine

Doctor of Philosophy (PhD) in Informatics — 2020 - August 2026 (Expected)

University of Michigan

Master of Design (MDes) in Integrative Design — 2017 - 2019