

SKILLS

Skills: Qualitative Research (expert), Quantitative Research, Visual Design, UX Design, Adobe Illustrator, Photoshop, InDesign; Figma, Miro, MS Office, Atlas.ti, HTML, CSS, SQL, R, Python

Languages: English (fluent), Portuguese (native), Spanish (advanced), Danish (basic)

EDUCATION

University of California, Irvine **2020 - December 2025 (Expected)**

Doctor of Philosophy (PhD) in Informatics

Advisors: Elena Agapie, Madhu Reddy.

Research Areas: Health Informatics, Human-Computer Interaction, Human Centered Design

University of Michigan **2017 - 2019**

Master of Design (MDes) in Integrative Design

Thesis: Designing Shared Decision-Making: A Set of Tools to Tailor Post-Surgery Pain Management Plans for Patients

Universidade de Sao Paulo **2006 - 2011**

Bachelor of Arts, Textile and Fashion

SELECTED EXPERIENCE

Graduate Student Researcher in HCI Oct 2020 – Present

University of California, Irvine (Irvine, CA, USA)

- Conducted qualitative and quantitative research: recruited, interviewed, conducted participatory design, and analyzed qualitative data of over 50 participants. Conducted and mentored students in qualitative research on computing, behavior change, mental health, context-aware technology, and digital collaboration.

UX Research / Consumer Insights Intern June – Sept 2024

Amazon (Sunnyvale, CA, USA)

- Led one research project for smart eyewear and wearables. Conducted eye-tracking fieldwork, qualitative interviews, and contextual inquiry to understand consumer behavior for new products. Analyzed qualitative and quantitative eye-tracking data.
- Conducted a workshop to share learnings from conducting eye-tracking field research.

UX Research / Consumer Insights Intern June – Sept 2023

Amazon (Cupertino, CA, USA)

- Led 2 research projects for innovative products in smart eyewear and wearables. Conducted fieldwork, qualitative interviews, and contextual inquiry to understand consumer behavior for new products.
- Research insights were used in strategic product planning that secured a new round of funding from the CEO.

Teaching Assistant, Department of Informatics Oct 2020 – June 2023

University of California, Irvine (Irvine, CA, USA)

- INF 131 (Human-Computer Interaction) – 4 quarters

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- INF 283 (User Experience Evaluation) – 1 quarter
- INF 153 (Computer Supported Cooperative Work) – 1 quarter

UX Research Intern

June – Sept 2022

Meta (Menlo Park, CA, USA)

- Led 2 projects in FinTech. Findings were used in strategic product decisions. Conducted foundational research: literature review, research plan, recruitment, in-depth interview, participatory design, concept testing, data analysis, and user journey.
- Created weekly UX Research intern meetings culminating in a collaborative document to share insights for new research hires.

UX Research and Design Assistant

Sept 2019 – July 2020

University of Michigan (Ann Arbor, MI, USA)

- Led UX research and design for a clinical decision app to improve heart failure care. Managed different stakeholders (e.g., doctors, patients, professors). Defined components supporting health providers' decisions helped inform an algorithm that accurately flags patients eligible for optimized treatment.
- Conducted UX research and design for a website for intercultural collaboration among academics.

Teaching Assistant, School of Art & Design

Fall 2018 - Spring 2019

University of Michigan (Ann Arbor, MI, USA)

- ARTDES 499 – Integrative Project I & II: Mentoring BFA students' senior theses.

Business Mentor (volunteer)

Alianca Empreendedora (Sao Paulo, Brazil)

Mar 2016 – June 2017

- Mentored entrepreneurs, who are immigrants in Brazil, in digital business.

Product Specialist

Oct 2011 – Feb 2015

Arezzo&Co (*Leader in women's accessories market in Brazil*)(Sao Paulo, Brazil)

- Led women bags and accessories merchandising through qualitative and quantitative product analysis. Strategic plans aiming the sales to final consumer. Increase of 10% in sales by the end of the year.

PROJECTS

Exploring Effective Engagement with Digital Mental Health Tools

Oct 2023 – Present

University of California, Irvine (Irvine, CA, USA)

Preliminary study of Ph.D. dissertation. Semi-structured interviews with clinicians who developed digital mental health tools to understand how they conceptualize and operationalize the engagement with those tools. The goal is to understand how to decrease dropout rates and sustain engagement with digital mental health tools.

- Supporting the Software Development Workforce of Tomorrow** Oct 2023 – Present
University of California, Irvine (Irvine, CA, USA)
Research on how to improve the wellbeing of software developers. NSF granted project.
Part of a team who conducted 36 semi-structured interviews to explore how software developers recognize the impact of their work tools and process to their basic psychological needs (i.e., relatedness, autonomy, competence).
Currently working on co-design workshops to include the basic psychological needs in software development tools.
- Understanding Men’s Technology Use for Mental Wellbeing** July 2024 – Present
University of California, Irvine (Irvine, CA, USA)
Mixed-methods research to understand how cisgender men in the United States use technology for their mental wellbeing. Currently analyzing survey data.
- How Alt Text Matters to Screen Reader Users’ Experience of Image-Dense Media** Oct 2022 – Apr 2023
University of California, Irvine (Irvine, CA, USA)
Research on how pictorials and other image-dense media can be more accessible. Qualitative methods: content analysis and workshop development and facilitation with blind researchers.
- Collaboration and Tailoring Goal-Setting and Therapy Activities** Oct 2020 – Dec 2022
University of California, Irvine (Irvine, CA, USA)
Research about how psychotherapists and their clients collaborate on goal-setting and home activities and what are the opportunities for HCI. Use of qualitative methods (semi-structured interviews and elicitation activities).
- Voice Assistants and Well-Being of Older Adults** Jan 2018 – May 2019
University of Michigan (Ann Arbor, MI, USA)
Investigated design solutions for healthcare using proprietary cognitive technology.
- Shared Decision Making for Pain Management** Jan 2018 – May 2019
University of Michigan – School of Art & Design + Michigan Medicine (Ann Arbor, MI, USA)
Mapped the opioid education during the patient surgical journey and designed an intervention that supports patients' surgery anxiety and needs for pain management. MDes Thesis Project in partnership with Michigan Medicine.
- Ocupacao Anchieta Avanca!** Aug 2017 – May 2019
University of Michigan – College of Architecture and Urban Planning (Ann Arbor, USA + Sao Paulo, Brazil)
Ethnography, Workshop with adults, and Co-Design with children, at Ocupacao Anchieta, a land occupation in the south of Sao Paulo, Brazil. The goals of the project are to empower residents to become agents of change in their own community, to improve their quality of life, and to develop and disseminate sustainable land occupation resilient best practices for communities.

IBM Watson Health Fieldwork

Jan 2018 – Apr 2018

University of Michigan + IBM (Cambridge, MA, USA)

Investigated design solutions for healthcare using proprietary cognitive technology.

Appropriate Testing

Jan 2018 – Apr 2018

University of Michigan – School of Art & Design + Michigan Medicine (Ann Arbor, MI, USA)

Conducted qualitative research to find opportunities for behavior change of healthcare providers for appropriate test ordering.

Improving the Hallway Bed Experience

Sep 2017 – Dec 2017

University of Michigan – School of Art & Design + Michigan Medicine (Ann Arbor, MI, USA)

Used ethnography and a design framework to understand the hallway bed problem in the Emergency Room. Proposed interventions to improve the experience of patients being treated in hallway beds. Partnership with Michigan Medicine.

Inclusive Fashion

Aug 2015 – Nov 2015

Co-created and developed the apparel and footwear for a friend who uses a wheelchair. Received 2nd place in the International Inclusive Fashion Contest in Sao Paulo, Brazil.

Implementation Project in R&D

Feb 2013 – Nov 2013

Arezzo&Co (Campo Bom, RS, Brazil)

Conducted the implementation of streamlined processes in R&D and more strategic fashion collection development, in partnership with Bain & Company. Increased gross revenue by 6.7%

Private Label

Apr 2012 – Dec 2012

Arezzo&Co (Campo Bom, RS, Brazil)

Led a private label project, working directly with the CEO. Net margin of 19.8% by the end of the project.

ACADEMIC PUBLICATIONS

Oewel, B., Azizan, N., Arean, P. A., & Agapie, E. (2024). Technology's Role in Fostering Therapist-Client Collaboration and Engagement with Goals. *Proceedings of the ACM on Human-Computer Interaction*, 8(CSCW2), 1-28.

Yin, A., Sogani, R., Oewel, B., Phan, K., Park, J. S. Y., Yeo, M. A., ... & Branham, S. M. (2024, July). "Malicious" Pictorials: How Alt Text Matters to Screen Reader Users' Experience of Image-Dense Media. In *Proceedings of the 2024 ACM Designing Interactive Systems Conference* (pp. 1262-1274).

- **Honorable Mention Award**

Oewel, B., Arean, P., Agapie, E. (2024). Approaches for tailoring between-session mental health therapy activities. To be published in *Proceedings of the 2024 CHI Conference on Human Factors in Computing Systems*.

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Oewel, B., Ammari, T., & Brewer, R. N. (2023, July). Voice assistant use in long-term care. In *Proceedings of the 5th International Conference on Conversational User Interfaces* (pp. 1-10).

- **Best Paper Award**

Murdoch-Kitt, K., Emans, D. J., & Oewel, B. (2020). Designing Six Dimensions of Intercultural Teamwork: A next-gen challenge in co-creation processes. In *Proceedings of Design Research Society Conference (DRS)*.

Devine, L., Linenfelter, E., Amidon, M., Bhandari, A., Amigo, O., Li, J., Oewel, B. & Tang, Y. (2018). Ocupação Anchieta Avança!. *Michigan Journal of Sustainability*, 6(1).

POSTERS

Oewel, B., K Murdoch-Kitt, MP Dorsch (2020). Using participatory design research to inform clinical decision-making. *American Medical Informatics Association: AMIA*.

Bhagane, P. & Oewel, B. (2019) Shared Decision Making Tool to Tailor Post Surgery Pain Management: A Design Approach to Improve Health Communication. *D.C. Health Communication Conference (DCHC)*.

WORKSHOP PAPERS

Oewel, B., Cheng, N., Ahmed, I., Schueller, S., Reddy, M. van der Hoek, A. (2024). Opportunity for Promoting Developers' Wellbeing Through Software Tools Redesign. *CHI 2024 Workshop*

Oewel, B., Guluzade, L., Zhu, J., Huang, Y. (2024). The Potential of Generative AI in Personalized Nutrition. *CHI 2024 Workshop*.

Wong, N., Seshadri, P., Agnihotri, M., Oewel, B. (2022). Personalization of mental well-being apps through AI. *CHI 2022 Workshop*.

Oewel, B., Agapie, E., Reddy, M. (2022). Self-Determination Theory Applied to Long-Term Engagement With Technology. *CHI 2022 Workshop*.

AWARDS

Jean Paul Slusser Award - MDes Thesis Project

May 2019 – STAMPS School of Art & Design - University of Michigan

Smucker Wagstaff Project Scholarship

November 2018 – STAMPS School of Art & Design - University of Michigan

Innovation in Action – Finalist

Mar 2018 – Center for Socially Engaged Design - University of Michigan

Distinguished Awards for Interdisciplinary Sustainability

Nov 2017 – Dow Sustainability Fellows Program at the University of Michigan

VII Inclusive Fashion Contest - International Edition

Nov 2015 - Secretaria de Estado dos Direitos da Pessoa com Deficiência (Sao Paulo, Brazil)

