

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 (modeling and regression), mixed methods. **Languages:** English (fluent), Portuguese (native), Spanish (advanced)

EDUCATION

University of California, Irvine **Doctor of Philosophy (PhD) in Informatics** — 2020 - December 2026

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

SELECTED EXPERIENCE

Researcher in Human-Computer Interaction University of California, Irvine

Oct 2020 - Present | Irvine, CA

- Developed engagement frameworks and journey-based 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 qualitative and quantitative analysis.
- Synthesized findings into actionable insights for academic and applied audiences through conference presentations, workshops, and written reports.

UX Research / Consumer Insights Intern Amazon Lab126

June - Sept 2024 | Sunnyvale, CA

- Planned and executed eye-tracking contextual research for early-stage smart eyewear/wearables, integrating behavioral and eye-tracking data to identify user needs and inform product decisions.
- Facilitated a cross-functional workshop with product, design, and engineering to share learnings and align on research-driven opportunities.

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.
- Synthesized insights into strategic recommendations that informed product planning and contributed to securing executive-level investment.
- Collaborated cross-functionally to define ambiguous problem spaces and shape product direction.

UX Research Intern Meta

June - Sept 2022 | Menlo Park, CA

- Designed and executed research to inform the fintech product roadmap, focusing on consumer behavior, needs, and end-to-end experiences.
- Led 2 fintech research projects using in-depth interviews, concept testing, and user journey mapping to identify experience gaps and opportunities.
- Built onboarding research documentation and led weekly knowledge-sharing sessions for UXR interns.

UX Research and Design Assistant University of Michigan

Sept 2019 - July 2020 | Ann Arbor, MI

- Led UX research and design for a clinical decision support system and academic collaboration platform, working across healthcare, technology, and provider workflows.
- Defined system components that supported health providers' decisions, helping inform an algorithm that identifies patients eligible for optimized treatment.

Product Strategist Arezzo&Co

Oct 2011 - Feb 2015 | Sao Paulo, Brazil

- Owned merchandising and assortment strategy for women's bags and accessories, integrating consumer insights, market research, product performance, pricing, and lifecycle planning.
- Collaborated with design, marketing, and planning teams to execute seasonal product strategies.
- Delivered 10% annual sales growth through data-informed assortment and merchandising decisions.