

# BRUNA OEWEL

## UX STRATEGY & RESEARCH

bsoewel@uci.edu  
734.773.5248  
www.brunaoewel.com

## EDUCATION

### Doctor of Philosophy (PhD), Informatics

University of California, Irvine  
10/2020 - 06/2025 (Expected)

### Master of Design (MDes), Integrative Design

University of Michigan  
09/2017 - 08/2019

### Bachelor of Arts, Textile and Fashion

Universidade de São Paulo  
02/2006 - 06/2011

## SKILLS

### Research

Qualitative Research/ Ethnography,  
Interviews, Journey and Empathy  
Mapping, Personas, Surveys, Task  
Analysis, Card Sorting,  
Usability Testing, among others;

### Strategy

Human-Centered Design/  
Design Thinking, Project Management  
Product Performance Analysis,  
Product Line Strategy,  
Competitive Analysis; Design Charrettes,  
Discovery and Evaluation Workshops.

### Design

Inclusive Design, Information Design,  
Illustration, Storyboarding,  
Wireframing, Prototyping, among others.

### Coding

HTML, CSS;

### Software

Figma, InVision, Adobe Xd, Illustrator,  
InDesign, Photoshop.

## AWARDS

- Jean Paul Slusser Award
- Smucker Wagstaff Project Scholarship
- Dow Distinguished Awards for Interdisciplinary Sustainability
- VII Inclusive Fashion Contest

Human-Computer Interaction / Human-Centered Design /  
Health Informatics / Digital Mental Health / Behavior Change

## SELECTED EXPERIENCE

### HCI (Human-Computer Interaction)

#### Teaching and Graduate Research Assistant

University of California, Irvine • 10/2020 - Present

Teaching assistant (10/2020 - 06/2021) for undergraduate class in HCI, which presents the fundamentals of UX research and design. HCI Research assistant (06/2021 - Present).

### UX Research Assistant

University of Michigan • 01/2019 - 07/2020

UX Research and Design for the development of an EHR clinical decision support application to improve the safety and quality of heart failure care, and a website for intercultural collaboration.

### Product Specialist • 11/2013 - 02/2015

#### Projects Coordinator • 02/2013 - 11/2013

#### Trainee • 10/2011 - 02/2013

Arezzo&Co - *Leader in the women's footwear and handbags market in Brazil*

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

## RELEVANT PROJECTS

### Collaboration for Goal-Setting • 10/2020 - Present

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 (interviews and elicitation activities).

### Voice Assistants and Well-Being of Older Adults • 09/2019 - 10/2020

Researched about how voice assistants (Amazon Alexa) are used and its impact on the social and psychological well being of older adults. University of Michigan - School of Information.

### Shared Decision Making for Pain Management • 01/2018 - 04/2019

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.

### IBM Watson Health Fieldwork • 05/2018

Investigated design solutions for healthcare using proprietary cognitive technology.

### Appropriate Testing • 01-04/2018

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

### Improving the Hallway Bed Experience • 09-12/2017

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

### New R&D process (Arezzo&Co) • 02-11/2013

Worked with Bain&Company and Arezzo as part of the implementation team of streamlined processes in R&D and more strategic fashion collection development. Increased gross revenue by 6.7%.