

# Curriculum Vitae

## Bruna Oewel

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### RESEARCH INTERESTS

Human Computer Interaction (HCI), Health Informatics, Behavior Change

### EDUCATION

#### University of California Irvine

10/2020 – Present  
Irvine, CA

#### DOCTOR OF PHILOSOPHY (PhD), INFORMATICS

Advisors: Elena Agapie and Madhu Reddy

#### University of Michigan

09/2017 – 04/2019  
Ann Arbor, MI

#### MASTER OF DESIGN (MDes), INTEGRATIVE DESIGN

Design research and strategy for wicked problems in health care.

#### Universidade de Sao Paulo

02/2006 – 06/2011  
Sao Paulo - Brazil

#### BACHELOR, TEXTILE AND FASHION

AIIESEC USP volunteer, 2010;  
Committee of the first year of the Textile and Fashion  
Student Academic Center 2008;

### TEACHING EXPERIENCE

#### University of California Irvine

10/2020 – 06/2021

#### GRADUATE TEACHING ASSISTANT

IN4MATX 131 – Human Computer Interaction

#### University of Michigan

09/2018 – 04/2019

#### GRADUATE TEACHING ASSISTANT

Teaching assistant for the two-semester course Integrative Project (IP). IP is the BFA senior thesis at the Stamps School of Art & Design. Activities: grading projects, mentoring students, feedback/critique sessions, support for work exhibition, among others

### POSTER PRESENTATION

#### 2019 DC Health Communication Conference

Shared Decision Making Tool to Tailor Post Surgery Pain Management:  
A Design Approach to Improve Health Communication

Authors: Prachi Bhagane, Bruna de Souza Oewel. Omar Sosa-Tzec

Penny W. Stamps School of Art & Design, University of Michigan, USA.

## RESEARCH EXPERIENCE

### UC Irvine

10/2020 – Present  
Irvine, CA

### COLLABORATION FOR GOAL-SETTING

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).

### University of Michigan

01/2019 – 07/2020  
Ann Arbor, MI

### VOICE ASSISTANTS AND WELL-BEING OF OLDER ADULTS

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

01/2019 – 07/2020  
Ann Arbor, MI

### MANAGING HEART FAILURE

UX research and design for the development of an EHR clinical decision support digital application to improve the safety and quality of heart failure care

Design and information design for decision support applications for Atrial Fibrillation and Heart Failure Medication.

### University of Michigan

09/2019 – 07/2020  
Ann Arbor, MI

### INTERCULTURAL COLLABORATION WEBTOOL

UX research and design for the development of a digital tool for people from different backgrounds and cultures to collaborate in long-distance projects.

### University of Michigan

01/2018 – 04/2019  
Ann Arbor, MI

### SHARED DECISION MAKING FOR PAIN MANAGEMENT

Partnering with Michigan Medicine to understand opioid education during the patient surgical journey. Proposed a set of tools that best supports patients' needs and wants for pain management post-surgery.  
MDes Thesis Project.

### IBM Watson Health

05/2018  
Cambridge, MA & Ann Arbor, MI

### FIELDWORK

UX research and design: Investigated design solutions for healthcare using proprietary cognitive technology.

### University of Michigan

01/2018 – 04/2018  
Ann Arbor, MI

### APPROPRIATE TESTING

Design Research: Partnered with the Pathology Department at Michigan Medicine to understand and find opportunities of changing healthcare providers' behavior for appropriate test ordering.

### University of Michigan

### IMPROVING THE HALLWAY BED EXPERIENCE

09/2018 – 12/2018  
Ann Arbor, MI

Design research: Partnered with the Emergency Department at Michigan Medicine to conduct design research and propose interventions to improve the experience of patients being treated in hallway beds.

**University of Michigan**  
09/2018 – 04/2019  
Ann Arbor, MI

**OPERAÇÃO ANCHIETA AVANÇA**  
Ethnographic research, participatory design with a community in Brazil. The central objectives 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.

## INDUSTRY WORK EXPERIENCE

**Carmim**  
04/2015 - 02/2016  
Sao Paulo - Brazil

**FASHION DESIGNER**  
Accessories designer (shoes, flip-flops, belts, jackets); product planning for the following season; trends analysis; product development with suppliers; meetings with commercial team; presentation to buyers.

**Arezzo&Co**  
10/2011 – 02/2015  
Rio Grande do Sul - Brazil

**MERCHANDISE COORDINATOR (last)**  
Product specialist in leather bags and accessories of Arezzo brand; retail performance analysis and action plans aiming the sales to final consumer; trends analysis; market research; historical performance review for recommendation and editing the collection; meeting with design and planning teams.

**PROJECTS COORDINATOR – R&D**  
Implementation and coordination of processes in research and development (design and product engineering areas) of Arezzo brand in shoes and handbags; development of new projects in R&D.

**TRAINEE**  
I was fortunate to be one of the 8 trainees chosen to work for the company among 4,000 participants in a recruitment process.  
I had a traineeship in all areas of the company and in two own stores; special traineeship in the shoes design department.  
Private Label Project (8 months):  
Planning and implementation of all private label footwear, responding directly to the CEO.

**Branex**  
07/2010 – 09/2011  
Sao Paulo - Brazil

**PRODUCT DEVELOPMENT ASSISTANT**  
Product development (women and men garments, woven and knitted, for imports); making of specification sheets;

sample quality control and contact with suppliers and customers.

**The Choice Fashions & Aman Exports**

09/2009 – 03/2010

Jaipur - India

**FASHION DESIGNER TRAINEE**

Creation of new clothing for women (woven fabrics); trends analysis and participation in meeting with buyers.

**AWARDS**

**Jean Paul Slusser Award - MDes Thesis Project**

Honors students who understood and embraced the MDes program goals as determined by the faculty.

Organized by STAMPS School of Art & Design - University of Michigan  
Ann Arbor, MI 2019

**Smucker Wagstaff Project Scholarship**

Awarded full scholarship to deepen research about inclusive design.

Organized by STAMPS School of Art & Design - University of Michigan  
Ann Arbor, MI 2018

**2018 Outstanding Graduate Student Project**

Recognition of "Ocupação Anchieta Avança!" project, part of the Taubman College of Architecture + Urban Planning, University of Michigan.

Organized by Michigan Association of Planning  
Grand Rapids, MI 2018

**Innovation in Action - Finalist**

Recognition of project DonUM, which is a web-based platform to increase organ donation registration rates at the University of Michigan, and eventually nationwide.

Award Finalist  
Organized by Center for Socially Engaged Design - University of Michigan  
Ann Arbor, MI 2018

**Distinguished Awards for Interdisciplinary Sustainability**

Recognition of "Ocupação Anchieta Avança!" project, part of the Taubman College of Architecture + Urban Planning, University of Michigan.

Award 1st place  
Organized by Dow Sustainability Fellows Program  
Ann Arbor, MI 2017

**VII Inclusive Fashion Contest – International Edition**

Recognition of project in which I co-created clothing and footwear with fashion model Maiara, who is a wheelchair user.

Award 2nd Place  
Organized by State Office for the Rights of Persons with Disabilities  
Sao Paulo – Brazil 2015

## VOLUNTEER ACTIVITY

### **Recycle Ann Arbor**

06/2019 – 09/2019  
Ann Arbor, MI

### **Aliança Empreendedora**

03/2016 – 06/2017  
Sao Paulo - Brazil

### **Coursera**

08/2016 – 09/2016  
Sao Paulo - Brazil

### **AIIESEC**

08/2010 – 12/2010  
Sao Paulo - Brazil

### **Student Academic Center**

2008  
Sao Paulo - Brazil

### **ZERO WASTE STAFF**

Educating the public at community festivals about recycling, composting and waste reduction.

### **BUSINESS MENTOR**

Mentoring on business administration (especially of sewing workshops) to immigrants in Sao Paulo.

### **ENGLISH-PORTUGUESE TRANSLATOR**

Translating courses from English to Brazilian Portuguese.

### **INCOMING EXCHANGE (ICX) VOLUNTEER**

Part of the team for managing the exchange of incoming volunteers from abroad.

### **ORGANIZATION COMMITTEE**

Part of the committee for implementing the Student Academic Center for the Textile and Fashion program. Activities: students' opinion polls, organization of contests, communication of activities, organizing the III Textile and Fashion Week (October 18<sup>th</sup>-20<sup>th</sup>, 2008).

## OTHER COURSES

### **Coursera**

12/2015 – 09/2016

### **Universidade de Sao Paulo**

03/2016 – 06/2016  
Sao Paulo - Brazil

### **Universidade de Sao Paulo**

03/2016 – 06/2016  
Sao Paulo - Brazil

### **Coursera**

08/2016  
Online

### **INTERACTION DESIGN SPECIALIZATION**

Interaction Design fundamentals

### **CREATIVE PROCESSES AND DESIGN PROJECT**

Certificate course, part of the master's program in Textile and Fashion.

### **INTRODUCTION TO RESEARCH METHODOLOGY IN DESIGN**

Theoretical and practical course, part of the master program in Design and Architecture.

### **INNOVATION AND DESIGN FOR GLOBAL GRAND CHALLENGES**

Certificate with honors. Non-credit course authorized by Duke University and offered through Coursera.

## SKILLS

### RESEARCH METHODS

Interview (structured, semi-structured)  
Non-participant Observations  
Contextual Inquiry  
Role-play  
Survey  
Usability testing

### FACILITATION

Design charrettes (discovery and evaluative workshops)  
Co-design sessions with 1 or many users

### CODING

HTML  
CSS

### SOFTWARE

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Xd

### DESIGN METHODS

Storyboarding  
Personas & Scenario  
Wireframing  
Prototyping  
Journey and Empathy mapping  
Card Sort  
(among others)

### OTHER

Drawing  
Color theory  
Typography  
Information design