

BRUNA OEWEL

UX RESEARCH & STRATEGY

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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,
Contextual inquiry, Interviews, Journey
and Empathy mapping, Personas,
Surveys, Task analysis, Card sorting,
Usability testing, among others;

Strategy

Human-centered design/
design thinking,
Product performance analysis,
Design trends research & 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
- Innovation in Action - Finalist
- Dow Distinguished Awards for Interdisciplinary Sustainability
- VII Inclusive Fashion Contest

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

RELEVANT PROJECTS

Well Being of Older Adults and Voice Assistants • 09/2019 - Present
Researched about the impact on the social and psychological well being of older adults when using voice assistants such as Amazon Alexa. University of Michigan - School of Information.

Shared Decision Making for Pain Management

 • 01/2018 - 04/2019

Partnered with Michigan Medicine to understand opioid education during the patient surgical journey and, with Obstetrics and Gynecology, proposed an intervention that best supports patients' surgery anxiety and needs for pain management post-surgery. MDes Thesis Project.

IBM Watson Health Fieldwork

 • 05/2018

Investigated design solutions for healthcare using proprietary cognitive technology.

Appropriate Testing

 • 01-04/2018

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

Improving the Hallway Bed Experience

 • 09-12/2017

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.

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%.

SELECTED EXPERIENCE

HCI (Human-Computer Interaction) Teaching Assistant

University of California, Irvine • 10/2020 - Present
Teaching assistant for undergraduate class in HCI, which presents the fundamentals of UX research and design.

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.
- a website for intercultural collaboration.

Design Research Assistant

University of Michigan • 09/2017 - 09/2018
Assisted on two different design book projects.

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.