# Alexandra W.D. **Bremers**

Cornell Tech (NYC), Cornell University
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**Available May 2026 for Product Researcher/UX Researcher positions**

User Experience Researcher with 8+ years of experience planning and executing end-to-end research to understand user needs, behaviors, and motivations. PhD candidate at Cornell Tech (May 2026) with expertise in both qualitative and quantitative UX methods. Proven track record turning research insights into actionable product recommendations at Walt Disney Imagineering, Accenture Labs, Toyota Research Institute, and Jaguar Land Rover. Published 10+ peer-reviewed studies at top HCI venues (CHI, CSCW, IJHCS). Expert in partnering with cross-functional teams to influence product strategy through user-centered design decisions.

## CORE UX RESEARCH EXPERTISE

**Research Methods:** User interviews, usability testing, surveys, diary studies, concept testing, field studies, journey mapping, persona development, behavioral analysis, heuristic evaluation

**Study Design & Execution:** End-to-end research planning, methodology selection, participant recruitment, moderation, analysis, insight synthesis, stakeholder communication

**Data Analysis:** Qualitative analysis (thematic coding, affinity mapping), quantitative analysis (statistical testing, survey analysis), behavioral data analysis, mixed-methods synthesis

**Deliverables:** Research reports, insight decks, personas, journey maps, usability findings, opportunity frameworks, design recommendations, workshop facilitation

**Stakeholder Partnership:** Cross-functional collaboration with Designers, Product Managers, Engineers; presenting to leadership audiences; influencing product roadmaps

**Tools & Platforms:** Qualtrics, Miro, FigJam, Atlas.ti, R, Python, Figma, Adobe Creative Suite

## EDUCATION

2020-2026 (exp. 5/2026) **Ph.D. in Information Science (Minor: Computer Science)**, Cornell University, NY, USA
Specialization: Human-Computer Interaction, User Experience Research
Dissertation: Understanding user needs and behaviors in human-AI collaboration
Awards: Cornell Tech PiTech Fellowship, CRA-WP Grad Cohort, Google Fellowship Nominee

2020-2023 **M.S. in Information Science**, Cornell University, NY, USA

2016-2018 **M.S. in Artificial Intelligence**, Utrecht University, The Netherlands
Track: Cognitive Science
Thesis: User perception and experience in augmented reality systems (published IJHCS 2021)

2013-2016 **B.S. in Industrial Design**, Eindhoven University of Technology, The Netherlands
Focus: User-centered design, design research, prototyping
Graduated with "Excellent" (top 10%) designation for three semesters

## PROFESSIONAL EXPERIENCE

2020-Present **Graduate UX Researcher**
Cornell Tech, New York, NY, USA *(5+ years)*

Leading user experience research projects investigating how people interact with novel AI-powered systems and technologies. Conducting end-to-end research from planning through actionable recommendations.

- **End-to-End Research Studies:** Designed and executed 15+ research studies across the product lifecycle using mixed methods (user interviews, usability testing, surveys, field studies, behavioral analysis) to understand user needs, pain points, and opportunities
- **Qualitative Research:** Conducted 100+ user interviews, contextual inquiries, and field observations to uncover user behaviors and motivations. Applied thematic coding and affinity mapping to synthesize patterns and insights
- **Quantitative Research:** Designed and analyzed surveys (n=50-200) using Qualtrics and statistical analysis in R and Python. Performed behavioral data analysis to validate design decisions
- **User Journey Mapping:** Created journey maps, personas, and mental models documenting user workflows, pain points, and opportunities across complex multi-step processes
- **Usability Testing:** Planned and moderated 50+ usability tests evaluating prototypes and products. Synthesized findings into prioritized recommendations with severity ratings and design implications
- **Stakeholder Communication:** Presented research findings to cross-functional teams (designers, engineers, product managers) and leadership audiences. Influenced product roadmaps and feature prioritization through data-driven recommendations
- **Cross-Functional Partnership:** Led 6+ collaborative research projects with industry partners (Toyota Research Institute, Accenture Labs, Nissan, NSF), working closely with product teams to ensure research addressed business priorities
- **Research Impact:** Published 10+ peer-reviewed studies at top HCI conferences (CHI, CSCW) demonstrating rigorous research methodology and clear communication of insights

2025 (summer) **UX Research Intern**
Walt Disney Imagineering R&D, Glendale, CA, USA

- Conducted 15+ stakeholder interviews with engineers, designers, and creative directors to understand pain points in AI-assisted creative workflows and collaboration tools
- Created journey maps and opportunity frameworks documenting current-state workflows and identifying UX improvement areas
- Synthesized research into actionable UX strategy roadmap for next-generation digital collaboration platforms, balancing user needs with technical and business constraints
- Delivered research presentations and workshops to cross-functional teams, influencing product direction for creativity support tools

2023 (summer) **UX Research Intern**
Accenture Labs (R&D), San Francisco, CA, USA

- Designed and executed end-to-end research study evaluating conversational AI for manufacturing task guidance
- Applied mixed-methods approach combining behavioral observation, in-depth interviews, and surveys to understand user experience with AI-mediated workflows
- Analyzed qualitative and quantitative data to identify patterns in user behaviors, preferences, and friction points
- Delivered research findings through presentations and reports; insights featured in Accenture Tech Vision 2024 and published at ACM Conference on Conversational User Interfaces (CUI 2024)
- Worked closely with product and engineering teams to translate research insights into design recommendations

2021 (summer) **Research Analyst**
Toyota Research Institute, Los Altos, CA, USA *(remote)*

- Analyzed large-scale behavioral datasets to understand user patterns and inform autonomous vehicle product decisions
- Created data visualizations and insight reports communicating findings to research leadership
- Applied statistical analysis and data science methods (Python, R) to identify trends and opportunities

2017-2020 **User Experience Researcher**
Jaguar Land Rover, Coventry, UK *(2 years 9 months full-time)*

Conducted applied UX research on vehicle interfaces, autonomous driving features, and in-car experiences across the product development lifecycle.

- **Research Planning & Execution:** Independently designed and ran 20+ user research studies (interviews, usability tests, concept evaluations, field studies) investigating driver experience with novel vehicle technologies
- **Multi-Method Expertise:** Applied diverse research methods including in-depth interviews, think-aloud usability testing, diary studies, surveys, simulator studies, and naturalistic driving studies
- **User Testing Across Environments:** Conducted research in laboratory settings, driving simulators, and on-road test vehicles to understand user behavior in realistic contexts
- **Behavioral + Attitudinal Research:** Combined behavioral data (driving performance, interaction logs) with attitudinal research (interviews, surveys) to develop holistic understanding of user experience
- **Synthesis & Communication:** Created research reports, insight decks, and presentations for cross-functional stakeholders (design, engineering, product management) and executive leadership
- **Product Impact:** Translated research findings into design requirements and specifications for production vehicle interfaces. Informed product roadmaps and feature prioritization decisions
- **Collaborative Research:** Led 2 multi-year research collaborations with Cambridge University resulting in 2 journal publications demonstrating rigorous research methodology
- **Matrixed Organization:** Successfully navigated large, complex organization using Jira, Confluence, and formal product development processes. Partnered with teams across UK, India, and China

- **Recognition:** Global Finalist in Tata Innovista and JLR Innovista innovation competitions for research excellence

2017 (summer) **UX Research Intern**
National Taiwan University IoX Center, Taipei, Taiwan

- Designed smart home interface prototypes for research purposes
- Conducted semi-structured interviews using prototypes as probes to understand user mental models and expectations
- Synthesized findings into design recommendations for IoT product team

## RESEARCH PUBLICATIONS & THOUGHT LEADERSHIP

**Published 10+ peer-reviewed studies at top HCI venues demonstrating:**

- Rigorous research methodology and experimental design
- Clear synthesis and communication of complex findings
- Ability to generate novel insights about user behavior
- Impact on academic and practitioner communities (180+ citations)

**Selected Publications:**

Bremers, A. et al. (2024). "(Social) Trouble on the Road: Understanding Social Discomfort in Shared Trips." *ACM Conference on Conversational User Interfaces (CUI)*.

Friedman, N., Bremers, A. et al. (2025). "Understanding the Challenges of Maker Entrepreneurship." *ACM Conference on Computer-Supported Cooperative Work (CSCW)*.

Bremers, A. et al. (2021). "Perception of Perspective in Augmented Reality Head-Up Displays." *International Journal of Human-Computer Studies (IJHCS)*. [100+ citations]

Goedicke, D., Bremers, A., Lee, S. et al. (2022). "XR-OOM: MiXed Reality Driving Simulation With Real Cars." *ACM Conference on Human Factors in Computing Systems (CHI)*.

*Full publication list: Google Scholar*

## TECHNICAL SKILLS

**Research Tools:** Qualtrics, Prolific, Miro

**Analysis Tools:** Atlas.ti (qualitative coding), R (statistical analysis), Python (data analysis), Excel

**Design & Prototyping:** Figma, Adobe Creative Suite

**Collaboration Platforms:** Jira, Confluence, Slack, Microsoft Teams

## PROFESSIONAL DEVELOPMENT & SERVICE

**Peer Review:** ACM CHI, CSCW, DIS (reviewing UX research papers, 2019-2025)

**Conference Participation:** Area Chair (ACM DIS 2025), presented research at CHI, CSCW, CUI

**Mentorship:** Advised 7 graduate students on UX research projects; TA for 5 master's-level courses

**Memberships:** Association for Computing Machinery (ACM)

## ADDITIONAL INFORMATION

**Work Authorization:** 3 years of STEM OPT available beginning May 2026; EB-2 in process

**Languages:** English (proficient), Dutch (native)

**Location:** Based in NY, NY; Available to relocate within the US