

GABRIELA VILLALOBOS-ZÚÑIGA

Expert in Human Computer Interaction and Behavior Change Technology

San José, Costa Rica • gabriela@gvillaloboz.com • gvillaloboz.com • Citizenship: Costa Rica

Profile - Ph.D. researcher with proven experience working in the tech research industry. Skilled in User Experience, Agile Methodologies, and Design Thinking. Academic solid research background with a Master of Science (M.Sc.) focused on Human-Computer Interaction.

EXPERIENCE

Dec. 2016 -
Present

Ph.D. Researcher

Persuasive Technology Lab, University of Lausanne - Lausanne, Switzerland

Worked on the projects The Agon and PM Book by Carine Galli Marxer to deliver end-to-end solutions.

- Collected, analyzed, evaluated, provided advice on user experience requirements.
- Created personas, customer journeys, wireframes, high-fidelity interactive prototypes, and user interfaces.
- Performed The Agon app usability testing.
- Implemented The Agon iOS app, a state-of-the-art technological solution for supporting physical activity.
- Conducted quantitative and qualitative research for The Agon project.
- Delivered a responsive PM Book website.
- Worked in multidisciplinary teams with psychologists, statisticians, and computer scientists.
- Mentor, supervised and collaborated with Persuasive Technology Lab team members.
- Conducted experimental research that distilled in elaboration of academic publications.
- Communicated my own research in international conferences.
- Tutor and Assistant of the Interaction Design Course.

Jan. - Oct.
2020

Human-Computer Interaction Expert

Kleean Software - San José, Costa Rica and California, USA

Worked on the projects Dashboard Color Palette and UI Labeling Tool

- Created sketches, wireframes, and user interfaces in a fast paced environment.
- Delivered a responsive UI Labeling Tool.
- Implemented a machine learning solution to define a color palette recommendation system.
- Worked across distributed teams of graphic designers, data scientists, and computer engineers.

Dec. 2015 -
Sept. 2016

User Experience Consultant

Hewlett Packard Enterprise - Heredia, Costa Rica

Evangelized the Global Delivery Center on User Experience Practices.

Worked on the project General Motors Wholesale Online Dealer System.

- Collected, analyzed, evaluated, provided consultation on user experience requirements.
- Created personas, customer journeys, wireframes, high-fidelity prototypes, and user interfaces.
- Tested prototypes with users.
- Delivered mockups to the engineering team and work hand in hand with them using agile methods.
- Delivered the interactive high-fidelity prototype for Farmbook Social Project.

Jun. - Sept.
2015

Research Assistant - User Interfaces Research Group

School of Electrical Engineering, Aalto University - Espoo, Finland

Worked on the Safe in-car text entry project.

- Developed T9 + HUD, an innovative hardware solution to type on the wheel of a car.
- Conducted a lab experiment to test tactile vrs. touch-screen text entries.

May. - Jul.
2014

In-Situ Lab - INRIA Intern

Université Paris-Sud, Gif-Sur-Yvette - France

Worked on the Structure Video Prototype Tool project.

- Designed the interaction, user interface and developed the iOS Tool using Objective-C.

May. 2011 -
Aug. 2013

Technology Consultant

Hewlett Packard - Heredia, Costa Rica

Worked on the HP Labs projects Enterprise Collective and Odin: Contextual Document Opinions.

- Implemented HP Labs prototypes employing agile methods in the areas of data analysis and data visualization using Java, Javascript, JQuery mobile, HTML, C#.
- Performed Research & Development that concluded in the elaboration of academic publications.
- Contributed to teams across multiple time zones.
- Lead a team three developers team to deploy an Android mobile game.

Jan. 2010 -
Mar. 2011

Game Developer and Web Developer

Fair Play Labs & Publimark Lowe - San José, Costa Rica

- Developed Dora Literacy Web-Game for Nickelodeon NickJr Boost, using ActionScript.
- Performed game testing.
- Implemented internal site for Costa Rica Banco Popular.
- Implemented a marketing site for Chevrolet Spark.
- Designed and implement a Facebook app for a video game company.

EDUCATION

- Dec. 2016 - Present** **Université de Lausanne, Switzerland**
PhD Researcher
Focus: Human Computer Interaction and Behavior Change
Advisor: Mauro Cherubini
- 2013 - 2015** **Université Paris Sud XI, Orsay, France**
Aalto University, Espoo, Finland
Dual Master of Science Degree in Technology - High Honors GPA 4.17/5
Major: Human Computer Interaction and Design
Specialisation: User Modeling for Advanced Human Computer Interaction
- 2013 - 2015** **European Institute of Innovation & Technology - EIT Digital**
Minor: Innovation and Entrepreneurship
- 2006 - 2010** **Instituto Tecnológico de Costa Rica, Cartago, Costa Rica**
Bachelor in Computing Engineering

OTHER SKILLS

Programming Languages

Swift, Angular, Java, JavaScript, Python, R, PHP, CSS, HTML, JQuery, Standard SQL, MATLAB, Arduino, Jira.

Applications

Adobe Photoshop 2020, Adobe Illustrator 2020, Adobe XD, Figma, InVision, Sketch, Balsamiq, iMovie, Shiny, Tableau.

Languages

Spanish: Native Language English: Proficient French: Proficient Finnish: Beginner

PUBLICATIONS

- Jun. 2021** **Informed Choices, Progress Monitoring and Comparison with Peers: Features to Support the Autonomy, Competence and Relatedness Needs, as suggested by the Self-Determination Theory**
G. Villalobos-Zúñiga, I. Rodríguez, A. Fedosov, M. Cherubini
Proceedings of The ACM International Conference on Mobile Human-Computer Interaction (MobileHCI) 2021
Toulouse, France
- May. 2021** **Designing for Gender Role Differences Through the Lens of Self-Determination Theory**
G. Villalobos-Zúñiga
Proceedings of User Modeling, Adaptation and Personalization (UMAP) 2021
Utrecht, Netherlands
DOI:10.1145/3450614.3464622
- Mar. 2020** **Apps That Motivate: a Taxonomy of App Features Based on Self-Determination Theory**
G. Villalobos-Zúñiga, M. Cherubini
International Journal of Human-Computer Studies (IJHCS)
DOI: 10.1016/j.ijhcs.2020.102449
- Mar. 2020** **The Unexpected Downside of Paying or Sending Messages to People to Make Them Walk: Comparing Tangible Rewards and Motivational Messages to Improve Physical Activity**
M. Cherubini, G. Villalobos-Zúñiga, M.-O. Boldi, and R. Bonazzi.
ACM Trans. Comput.-Hum. Interact (ToCHI). 27, 2, Article 8 (March 2020), 44 pages.
DOI: 10.1145/3365665
- Oct. 2016** **T9+HUD: Physical Keypad and HUD can Improve Driving Performance while Typing and Driving**
G. Villalobos-Zúñiga, T. Kujala, A. Oulasvirta
Proceedings of Automotive'UI 2016
Ann Arbor, Michigan
DOI:10.1145/3003715.300545