

# Alexandra W.D. Bremers

Cornell Tech (NYC), Cornell University  
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**I'm available for industry Research Scientist / User Experience Researcher positions starting in May 2026.**

Human-AI Interaction researcher with 8+ years of experience spanning academia and industry. PhD candidate at Cornell Tech (graduation May 2026), with prior R&D roles at Walt Disney Imagineering, Accenture Labs, Toyota Research Institute, and Jaguar Land Rover. Combines expertise in UX research, intelligent systems, and design prototyping to create user-centered technologies for creative and technical domains. Recognized with competitive fellowships and publications in leading venues including IJHCS, IROS, CHI, and CSCW.

## EDUCATION

- 2020-  
(exp. 5/2026) **Ph.D. in Information Science**, Cornell University, New York, NY, USA  
Dissertation: "Towards Designing Mixed-Initiative Machines for Creatives."  
Committee: Dr. Wendy Ju (chair), Dr. Francois Guimbretiere, Dr. Steve Marschner (Comp.Sci. minor).
- 2020-2023 **M.S. in Information Science**, Cornell University, New York, NY, USA
- 2019 **M.Eng. Coursework in Automotive Human-Technology Interaction (5 credits)**, Warwick University, UK
- 2016-2018 **M.S. in Artificial Intelligence**, Utrecht University, The Netherlands
- 2013-2016 **B.S. in Industrial Design**, Eindhoven University of Technology, The Netherlands

## EMPLOYMENT HISTORY

- 2020- **Graduate Assistant**, Cornell University, New York, NY, USA
- Led & published team research projects funded by Amada, Toyota (TRI), Accenture, Nissan, NSF
  - Prototyped interactive systems (Arduino, Jetson Nano, Hololens, Unity, Python, Microsoft Psi)
  - Qualitative research including brainstorming, interviews and field visits (Adobe CS, Figma, Miro, Atlas.ti)
  - Designed and ran quantitative surveys (Qualtrics) and performed statistical analysis (R, Python)
  - Student supervision, TA for 5 master's level classes, public speaking to various audiences
- 2025 (summer) **Research Intern (R&D Lab Associate)**, Walt Disney Imagineering, Glendale, CA, USA
- Delivering low to high fidelity UI prototypes for creativity support software
  - Stakeholder interviewing & consulting to advise on UX/UI pain points and opportunities
  - Outlining strategy for UX/UI of digital collaboration software ecosystem across Imagineering
- 2023 (summer) **Research Intern (Associate Principal)**, Accenture Labs (R&D), San Francisco, CA, USA
- Designed and engineered Wizard-of-Oz task assistance system using Raspberry Pi and cameras
  - Experimental design of in-person lab study, analyzed data with R, and presented at ACM CUI 2024

- 2021 (summer) **Research Intern**, Toyota Research Institute, Los Altos, CA, USA (*remote*)
- Analyzed and visualized a street image dataset (Git, Jupyter, Docker, S3, Python, R)
- 2017–2020 **Human-Machine Interface Researcher**, Jaguar Land Rover, Coventry, UK
- Led 2 research collaborations with Cambridge University, resulting in 2 journal articles
  - Developed protocols and conducted HCI/human factors studies on the bench, simulator, and on-road
  - Designed HMI research prototypes using Adobe CS and Arduino for internal demonstrations
  - Delivered reports on GDPR and human factors to Product Engineering, informing product requirements
  - Collaborated in cross-functional teams using Jira/Confluence, Rational Rhapsody and MS Office
  - Oxford-Cambridge Rising Women in Science and Engineering, Global Finalist in Tata and JLR Innovista
- 2017 (summer) **Research Intern**, NTU IoX Center, National Taiwan University, Taipei, Taiwan
- Designed a smart home user interface and used it as a probe for semi-structured qualitative interviews
- 2015 (fall) **Industrial Design Intern**, Next Nature Network, Amsterdam, Netherlands
- Used Arduino to program a remote-controlled RGB LED ring for a smart belt prototype
  - Managed exhibits at Dutch Design Week and trade shows (logistics, graphic design and presenting)

## SELECTED HONOURS & AWARDS

- Honors & Awards
- Cornell PiTech AI in Arts & Culture Fellowship (2025), \$3,000
  - Royal Commission of 1851 Industrial Fellowship (2020), £90,000
  - PhD Fellowship (University of Cambridge, Engineering Department). Declined in order to accept Cornell offer.

## SELECTED PUBLICATIONS (SEE [GOOGLE SCHOLAR](#))

- Selected Articles (Peer-Reviewed)
- Natalie Friedman, **Alexandra Bremers**, Adelaide Nyanyo, Ian Clark, Yasmine Kotturi, Laura Dabbish, Wendy Ju, Nikolas Martelaro. “Understanding the Challenges of Maker Entrepreneurship”. In: *Proceedings of the ACM on Human-Computer Interaction: CSCW* 9.2 (2025), pp. 1–29. DOI: <https://doi.org/10.1145/3711096>.
- Alexandra Bremers**, Natalie Friedman, Sam Lee, Tong Wu, Eric Laurier, Malte Jung, Jorge Ortiz, Wendy Ju. “(Social) Trouble on the Road: Understanding and Addressing Social Discomfort in Shared Car Trips”. In: *CUI '24: Proceedings of the 6th International Conference on Conversational User Interfaces*. 2024. URL: <https://dl.acm.org/doi/10.1145/3640794.3665580>.
- Alexandra Bremers**, Maria Teresa Parreira, Xy Fang, Natalie Friedman, Adolfo Ramirez-Aristizabal, Alexandria Pabst, Mirjana Spasojevic, Mike Kuniavsky, Wendy Ju. “The Bystander Affect Detection (BAD) dataset for failure detection in HRI”. In: *2023 IEEE/RSJ International Conference on Intelligent Robots and Systems (IROS)*. 2023. DOI: <https://doi.org/10.1109/IROS55552.2023.10342442>.
- David Goedicke, **Alexandra Bremers**, Sam Lee, Fanjun Bu, Hiroshi Yasuda, Wendy Ju. “XR-OOM: MiXed Reality Driving Simulation With Real Cars”. In: *Proceedings of the ACM International Conference on Human Computer Interaction (CHI)*. 2022. DOI: <https://doi.org/10.1145/3491102.3517704>.
- Alexandra W.D. Bremers**, Ali Özgür Yöntem, Kun Li, Daping Chu, Valerian Meijering, Christian P. Janssen. “Perception of Perspective in Augmented Reality Head-Up Displays”. In: *International Journal of Human-Computer Studies* (2021), p. 102693. ISSN: 1071-5819. DOI: <https://doi.org/10.1016/j.ijhcs.2021.102693>.