

EDUCATION

University of Washington · Exp June 2026
Ph.D. Human-Centered Design and Engineering
Concentration: Human-Computer Interaction, AI/ML
Fairness
Seattle, WA

University of Washington · Exp June 2025
M.S. Human-Centered Design and Engineering
Seattle, WA

University of Virginia · 2022
M.S. Industrial Systems Engineering
Charlottesville, VA

Virginia Tech · 2018
B.S. Mechanical Engineering
Minor: Green Engineering
Blacksburg, VA

PEER REVIEWED PUBLICATIONS

Basoah, J., Chechelnitsky, D., Long, T., Zhou, K., Diaz, M., & Sap, M. *Sociolect Usage by Large Language Models*. Planned submission to the ACM Conference on Fairness, Accountability, and Transparency (FAccT '25). In Preparation.

Basoah, J., Reinecke, K., Rosner, D., & Ogbonnaya-Ogburu, I. *Hopeful Failure: How Collaborative Design Fiction Reimagines AI*. Under review for the ACM CHI Conference on Human Factors in Computing Systems (CHI '25).

Basoah, J., Cunningham, J., Adams, E., Bose, A., Jain, A., Yadav, K., Yang, Z., Reinecke, K., & Rosner, D. *Understanding Black Users' Perceptions of AI-Supported Writing Technology*. Under review for the 28th ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW '25).

Basoah, J., Scherer, W., Boyd-Sinkler, K., & Bailey, R. (2023, June 19). The SPORT-C Intervention: An Integration of Sports, Case-Based Pedagogy, and Systems Thinking Learning. Accepted for the 18th International Conference on Frontiers in Education: Computer Science & Computer Engineering (FECS'22). [Awaiting publication].
<https://doi.org/10.48550/arXiv.2307.11755>

RESEARCH PORTFOLIO

<https://jeffrebasoah.github.io/>

RESEARCH SKILLS

Semi-Structured Interviews
Remote Moderated Usability Testing
Affinity Mapping
Survey Design
Heuristic Evaluation
Experimental Design
Stakeholder Walkthrough

SOFTWARE SKILLS

Minitab
Tableau
Power BI
Qualtrics
Airtable
Advanced Microsoft Excel

PROGRAMMING LANGUAGES

R/RStudio

SELECTED RESEARCH EXPERIENCE

Hopeful Failure: How Collaborative Design Fiction Reimagines

Tactile and Tactical Design Lab x Wildlab | Role: Lead Researcher | January 2023 – October 2023

While AI development is expanding, marginalized communities are often excluded from shaping its future. This study explores how Black American participants envision AI through collaborative storytelling, focusing on hopes, concerns, and social impacts. Using the "Exquisite Tellings" method, we held design fiction workshops with 10 participants, uncovering themes of reliance, autonomy, and cultural nuance in AI.

- This work introduces "Exquisite Tellings," a participatory storytelling method that expands inclusivity in HCI
- We identify five engagement axes with AI, blending acceptance and resistance, moving beyond simple optimism or pessimism.
- We develop a collective approach to design fiction, balancing individual agency with shared imagination to envision alternative AI futures

Understanding Black Users' Perceptions of AI-Supported Writing Technology

Tactile and Tactical Design Lab x Wildlab | Role: Lead Researcher | January 2023 – October 2023

Although much research has examined bias in large language models, studies on how Black American users experience everyday interactions with NLP tools are still emerging. This study explores the expectations, apprehensions, and perceptions of Black American users regarding AI-supported writing technology. We conducted semi-structured virtual interviews with 13 participants, followed by a remote-moderated user study of word processing software (Google Docs) and large language models (ChatGPT).

- Our findings document Black American users' experiences with AI-supported writing technologies, complementing existing literature on large language model's limitations in language technology
- Unlike prior studies, our work revealed a novel concern: the potential for the gradual erasure of Black American culture as future generations increasingly depend on AI for information—a critical perspective that has not been thoroughly examined in existing HCI research

SELECTED INDUSTRY EXPERIENCE

IBM Corporation

Senior Intern, User Experience Researcher | Remote: January 2024 – August 2024

- Initiated and implemented a company-wide program to identify challenges across multiple clients, with a focus on improving user experience and engagement
- Conducted qualitative research through usability testing to guide design strategies for proprietary product development
- Improved product's UMUX score by 14% amount within a period of 6 months by identifying key areas for improvement and developing a strategic plan encompassing usability testing and design critiques with users to enhance user experience
- Informed product team direction by conducting an in-depth qualitative study to identify and uncover new user segments for growth which influenced the design and development priorities of design iterations of user interfaces and product features
- Through my qualitative research I was able to identify a new user group that the development team had not considered as primary users for the product. This led to the creation of a new user segments that influenced the direction we took with product enhancement

Senior Intern, User Experience Researcher | New York, NY: June 2023 – September 2023

- Analyzed over 20 customer feedback on a bi-weekly frequency to identify key highlights and challenges faced by customers during product beta testing program; analysis was used to influence product development and align with product strategy for the upcoming release
- Compiled and synthesized over 100 user comments to inform the development of 5 generative research workshop sessions with user base; workshops served as the foundational discussions that shed light on user grievances with most recent product release
- Oversaw conduction of over 15 internal interviews to assess impact of 2 distinct visual frameworks on client adoption of the product platform, deriving 7 evidence-based insights and recommendations; findings served as foundation for exploratory research with customers that would garner greater adoption of product

Intern, User Experience Researcher | Remote: May 2022 – December 2022

- Conducted 2 heuristic evaluations of z/OS Management Services Catalog product by evaluating primary end-to-end user flows of 2 personas with latest code; Identified 20 improvement points within user flows
- Collaborated with User Experience Designer to architect and design team's 2 Airtable databases and sponsor user feedback forms; improvements allow for easy capture of user experience feedback and seamless integration with current client feedback process
- Administered 6 usability tests on sponsor users with new product designs while working alongside the User Experience Designer to form a research plan; utilized an affinity map to synthesize results and then communicated to three-in-a-box team
- Developed an on-platform CSAT survey to over 200 participants to measure customer satisfaction and usability of IBM's Management Services Catalog platform