

Affiliations	Maastricht University/Universiteit Maastricht Assistant Professor in Law and CS, Law and Tech Lab, Faculty of Law	Maastricht, Netherlands Jul 2024-present
Education	Northeastern University Ph.D. in Cybersecurity Thesis: Understanding and Regulating User Experiences: Dark Patterns as a Case Study M.S. in Cybersecurity + Post-baccalaureate Certificate in Computer Science ALIGN NSF Scholar, Dean's Scholarship B.A. <i>summa cum laude</i> in Political Science and International Affairs Excellence Scholarship, Huntington 100, Sean Patrick O'Rourke Scholar, Pi Sigma Alpha	Boston, MA, USA Sep 2019-Jul 2024 May 2020 May 2017
Teaching	Maastricht University Course Coordinator, Lecturer, and Tutor; Faculty of Law LAW4102 Introduction to Modern Computing LAW4106 Networks, Security, and Regulation Northeastern University Teaching Assistant, Khoury College of Computer Sciences CY4170 The Law, Ethics, and Policy of Data and Digital Technologies Curriculum Developer for ALIGN High School Outreach Program Lectures on cybersecurity/BGP routing	Maastricht, NL Fall 2025 Spring 2026 Boston, MA, USA Spring 2020, 2021, 2022 Oct 2019-Apr 2020
Publications	Refereed Journal and Conference Articles [FORTHCOMING] Dark Patterns & the EU DSA: Mapping Autonomy Violations and Design Factors <i>ACM Conference on Human Factors in Computing Systems (CHI'26)</i> Sanju Ahuja, Johanna Gunawan , Natalia Bielova, Cristiana Santos Can LLMs Create Legally Relevant Summaries of and Analyses of Videos? <i>The 38th International Conference on Legal Knowledge and Information Systems (JURIX)</i> L. Hoeben-Kuil, G. van Dijck, J. Savelka, J. Gunawan , K. Kollnig, M. Kolacz, M. Duffourc, S. Chakravarthy, H. Westermann "An Ad Posing as Medical Device": User Accounts of Dark UX in FemTech mHealth Apps <i>ACM International Conference on Mobile Human-Computer Interaction</i> Ghada Alsebayel, Giovanni Troiano, Johanna Gunawan , Herman Saksono, Casper Harteveld Towards... Factors in Identifying Dark Pattern Autonomy Violations under the EU DSA <i>ACM Designing Interactive Systems Conference (DIS)</i> Sanju Ahuja, Johanna Gunawan , Natalia Bielova, Cristiana Santos Promises, Promises: Understanding Claims Made in Social Robot Consumer Experiences <i>ACM Conference on Human Factors in Computing Systems (CHI'25)</i> Johanna Gunawan , Sarah Elizabeth Gillespie, David Choffnes, Woodrow Hartzog, Christo Wilson Gig Work at What Cost? Exploring Privacy Risks of Gig Work Platform Participation in the U.S. <i>Privacy Enhancing Technologies Symposium (PETS'25)</i> Amogh Pradeep, Johanna Gunawan , Alvaro Feal, David Choffnes	Apr 2026 Dec 2025 Sept 2025 Jul 2025 May 2025 Jul 2025

Understanding Dark Patterns in Home IoT Devices	Apr 2023
<i>ACM Conference on Human Factors in Computing Systems (CHI'23)</i>	
Monica Kowalczyk*, Johanna Gunawan* , Daniel Dubois, David Choffnes, Woodrow Hartzog, & Christo Wilson	
Referenced by Consumer Reports and Stacy on IoT (Podcast)	
 Exploring Deceptive Design Patterns in Voice Interfaces	Sep 2022
<i>European Symposium on Usable Security (EuroUSEC'22)</i>	
Kentrell Owens, Johanna Gunawan , Pardis Emami-Naeini, David Choffnes, Tadayoshi Kohno, Franziska Roesner	
 A Comparative Study of Dark Patterns Across Mobile and Web Modalities	Oct 2021
<i>ACM Conference for Computer Supported Cooperative Work and Social Computing (CSCW'21)</i>	
Johanna Gunawan , Amogh Pradeep, David Choffnes, Woodrow Hartzog, and Christo Wilson	
Referenced by OECD , UK Competition and Markets Authority , US FTC , Testimony to U.S. House	
 Book Chapters	
The Case of the Nosy Neighbors	Jan 2021
<i>MIT Case Studies in Social and Ethical Responsibilities of Computing</i>	
Johanna Gunawan and Woodrow Hartzog	
 Legal Scholarship/Law Review Articles	
Dark Patterns as Design Loyalty	Jun 2025
<i>Indiana Law Journal 2025 Symposium Issue, Law and Technology at a Crossroads</i>	
Johanna Gunawan , Woodrow Hartzog, Neil Richards, David Choffnes, and Christo Wilson	
 Leveraging Interdisciplinary Methods for Evidence Collection in Enforcement	Nov 2025
<i>Internet Policy Review: Interdisc. Research & Methods in Public Interest Cybersec., Priv., & Digital Rights Gov.</i>	
Johanna Gunawan , Colin Gray, Cristiana Santos, and Nataliia Bielova	
 Privacy Nicks: How the Law Normalizes Surveillance	Feb 2024
<i>Washington University Law Review, vol. 101</i>	
Woodrow Hartzog, Evan Selinger, and Johanna Gunawan	
 The COVID-19 Pandemic and the Technology Trust Gap	May 2021
Published in <i>Seton Hall Law Review Vol. 51 Iss. 5</i> , presented at SHLR Symposium Nov. 2020	
Johanna Gunawan , David Choffnes, Woodrow Hartzog, Alan Mislove, and Christo Wilson	
 Contributions to Reports and Comments	
Public Comment submitted to the FTC	Nov 2022
<i>In response to Trade Regulation Rule on Commercial Surveillance and Data Security ANPR</i>	
 Public Comment submitted to the FTC by Princeton CITP on behalf of undersigned researchers	Aug 2022
<i>In response to Digital Advertising Business Guidance Request for Information</i>	
 Workshop Papers	
What Evidence is Needed to Prove the Existence of Dark Patterns?	Apr 2023
<i>ACM CHI Workshop, "Designing Technology and Policy Simultaneously"</i>	
Johanna Gunawan , Colin Gray, Cristiana Santos, and Nataliia Bielova	
 Towards an Understanding of Dark Pattern Privacy Harms	Apr 2021
<i>ACM CHI Workshop, "What Can CHI Do About Dark Patterns?"</i>	
Johanna Gunawan , David Choffnes, Woodrow Hartzog, and Christo Wilson	

Max Planck Institute for Security and Privacy	Bochum, DE
Visiting Scholar Intern, Human-Centered Security and Privacy Group (PI: Yixin Zou)	May 2023-Jul 2023
<ul style="list-style-type: none"> Conducted privacy and consumer protections research Mentored undergraduate student(s) 	
Vimeo	New York City, NY, US (Remote)
Intern, Security – Governance, Risk, Compliance, & Privacy	Jun 2022-Aug 2022
<ul style="list-style-type: none"> Conducted insurance and security documentation audit for third-party risks Edited and drafted external trust and security documentation Drafted and published internal privacy and security education content Assessed, logged, and automated third-party assessment processes across stakeholder needs Answered SIG2022 questionnaire items and logged resource dataset for security questionnaires 	
Common Sense Media	San Francisco, CA, US (Remote)
Privacy Intern	Jun 2021-Sep 2021
<ul style="list-style-type: none"> Read and evaluated technology privacy policies for over 100 questions in evaluation against requirements for COPPA, FERPA, and other privacy regulations Interpreted results from evaluations dataset and drafted analysis sections for State of Kids Privacy Report Drafted, researched, and edited privacy articles for vendor, educator, and parent audiences Edited Streaming Devices Report (mentioned in NYT), conference presentations Consulted on upcoming privacy projects, including VR/AR 	
Rapid7, LLC	Boston, MA, US
Technical/UX Writer for Komand & InsightConnect product team	Apr 2018-Aug 2019
<ul style="list-style-type: none"> Managed documentation projects for and drafted 70+ pages of knowledge base material/help docs for two versions of security automation product Rebuild and improved documentation information architecture for legacy on-premise product Collaborated with UX research team on survey design and qualitative/quantitative interviews Ran cross-functional meetings with engineering, sales, marketing, product management, UX design, and UX research for identifying and delivering documentation needs and projects 	
Akamai Technologies	Cambridge, MA, US
Technical Writer (Network Standards)	Jun 2017-Mar 2018
<ul style="list-style-type: none"> Drafted internal network hardware installation and maintenance procedures for field technicians Improved legacy documentation and information architecture in MediaWiki Collaborated with Network Infrastructure Engineers, field technicians, and network design teams 	
Smartleaf, Inc.	Cambridge, MA, US
Junior Technical Writing & Product Management Associate	Jan 2016-May 2017
<ul style="list-style-type: none"> Managed documentation process for quarterly client-facing Asset Management performance reports Drafted internal product and development specs for front-end development team 	
Wellington Management Company LLP	Boston, MA, US
Legal and Compliance Co-op	Jan 2015-Jul 2015
<ul style="list-style-type: none"> Built automated Excel processes for new account amendments and broker performance benchmarking Advised brokers on investment guidelines, FATCA tax information, and Dodd-Frank adherence for accounts 	
Millward Brown Digital	Boston, MA, US
Digital Marketing Co-op	Jan 2014-Jul 2014
<ul style="list-style-type: none"> Drafted and published original thought leadership content, initiated product rationalization framework Monitored, edited, and formatted WordPress blog and all company-affiliated social media channels Interpreted Google Analytics and SproutSocial data to adjust and create digital/social campaigns 	
Next Mile Project (Dhar Law LLP)	Boston, MA, US
Marketing Intern	Sep 2013-Dec 2013
<ul style="list-style-type: none"> Designed, set up, and maintained WordPress.com website with HTML5/CSS Drafted blog articles, maintained Facebook branding, coordinated media/marketing strategy Provided continued remote HTML/CSS support through Apr 2014 	

Speaking

Accepted Talks and Sessions

At the 8th Workshop for Technology and Consumer Protection (ConPro'24):

Privacy Behaviors and Perceptions of LGBTQ+ Community in Türkiye

Devis Isler, **Johanna Gunawan**

Design Loyalty Approaches for Dark Patterns

Johanna Gunawan, Woodrow Hartzog, David Choffnes, Christo Wilson (with Neil Richards)

SoK: Towards Collaborative Evidence Collection for Dark Patterns Enforcement

Cristiana Santos **Johanna Gunawan**, Colin Gray, and Nataliia Bielova

May 2024

Training and Outreach

E-Enforcement Academy Masterclass: Subscription Economy and Product Safety

Jun 2025

Introduction to the Subscription Economy

Beyond the GPSR: AI Act Provisions for the Subscription Economy

Invited Talks and Lectures

Disciplinarity and Beyond: Expanding Research Impact Across Boundaries

Feb 2025

Maastricht University Faculty of Science and Engineering, PhD Research Day

Dark Patterns as Disloyal Design

Mar 2024

Wash.U and Sorbonne Transatlantic Technology Law Seminar

Design, Privacy, and the Law

Nov 2023

Northeastern University, CS4973 Special Topics: Technology Regulations in Digital Platforms

A Tech Policy Primer for CS Students

May 2023

Northeastern University, CS4973 Special Topics: Responsible Machine Learning

Towards User (Design) Protections

Oct, Dec 2023

Tufts University, CS 152-1 Human Factors in Security and Privacy

University of Iowa, Junior Academics in Social Computing and Privacy Policy

Privacy: What is it?

Jul 2022

Northeastern University IDEAS Summer School

Panelist

Online keuzes maken als consument: word je verlied of misleid? (*Online choices--seduced or misled?*)

Sep 2025

Samenwerkingsplatform Digitale Toezichthouders (SDT/Dutch Digital Supervisors Collaboration Platform)

Exposing Privacy Risks in Generative AI

Apr 2024

Northeastern University, Arlington Campus

Emerging Transdisciplinary Perspectives to Confront Dark Patterns

Apr 2023

CHI 2023 Panel

Interfaces and Dark Patterns Panel

Nov 2022

Federal Trade Commission, PrivacyCon 2022

Service

Internal Reviewing/Program Committee Member

ACM Symposium on Computer Science & Law (CSLAW)	2026
ACM Computer and Communications Security (CCS), Privacy & Anonymity Track	2026
Privacy Enhancing Technology Symposium (PETS)	2024, 2025, 2026
USENIX Security	2025
ACM Computer and Communications Security (CCS), Security Usability and Measurement Track	2025
ACM Designing Interactive Systems Conference (DIS), Critical Computing & Design Theory Subcomm.	2025, 2026

External Reviewing

ACM Conference on Fairness, Accountability, and Transparency (FAccT)	2026
<i>Zeitschrift für Psychologie</i> special issue: Understanding Deceptive User Interface Designs	2025
Book chapters, <i>Dark Patterns and Deceptive Design</i> (Edward Elgar Publishing)	2024
Digital Legal Talks (Tilburg Digital Legal Lab)	2024
ACM Conference on Human Factors in Computing Systems (CHI) Student Design Competition	2024
ACM Transactions on Social Computing (TSC)	2023
International Conference on Computational Computer Science (IC2S2)	2023, 2024
ACM Conference on Computer-Supported Cooperative Work (CSCW)	2023
ACM Conference on Human Factors in Computing Systems (CHI)	2022, 2023, 2025
ACM Symposium on User Interface Software and Technology (UIST)	2022, 2023
Privacy Enhancing Technology Symposium (PETS)	2022

Conference and Workshop Organizing

Bridge Over Troubled Water: Aligning Comm. Incentives w/ Ethical Design to Combat DPs (CHI Workshop)	2026
ACM CSLAW Junior Scholars' Workshop, Co-chair	2026
Global and Transdisciplinary Perspectives on Dark Patterns and Deceptive Design Practice (CHI SIG)	2025
Mobilizing Research and Regulatory Actions on Dark Patterns & Deceptive Design Practices (CHI Workshop)	2024
Dark Patterns and the Emerging Threats of Deceptive Design Practices (CHI SIG)	2023
Privacy Law Scholars Conference (PLSC), Lead Student Volunteer	2022
Privacy Law Scholars Conference (PLSC), Student Volunteer	2021
68 th Japan-America Student Conference, Vice Chairperson and Entrepreneurship Pitch Contest Chair	2016

Committees and Volunteering

Northeastern Ph.D. in Cybersecurity Committee, Student Member	2022, 2023-2024
Northeastern ALIGN Master's in Computer Science Recruitment, Student Ambassador	2018-2020

Advising & Mentoring

Advising

Ishitaa Narwane, Ph.D. Student in Law, HCI, and AI, Maastricht University	2025-present
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Mentoring

Princessa Cintaqia, B.S. in Economics at University of Indonesia (now PhD student at Boston U.)	c/o 2024
Tim Swierzewski, M.S. in Computer Science (Khoury MS Apprentice)	c/o 2023
Jonathan Chery, M.S. in Computer Science (MS in Cybersecurity at Northeastern U.)	c/o 2021
Maryam Motallebi, independent researcher (now PhD student in Computer Science at Northeastern U.)	c/o 2021
Monica Kowalczyk, B.S. in Cybersecurity and Criminal Justice	c/o 2024

Skills & Knowledge

Technologies: Programming (Python, C, JavaScript, bash), Data Analysis (numpy, pandas, seaborn, matplotlib, scikit), Markup (HTML, Markdown, LaTeX, MediaWiki), Presentations (MS Powerpoint, Google Slides), Word processing (MS Word, LaTeX, ReadMe, Scrivener), Agile (JIRA Kanban/SCRUM), Design/UX (Invision, Sketch), Web Development (Django/Python, Jekyll)

Professional Skills: Oral and written communication; public speaking and presentations; academic, technical, and UX writing; quantitative and qualitative research; project management

Familiarity with Regulations/Frameworks: NIST 800-53, ISO Common Criteria, SANS Security Policies, E.U. data and digital services laws (GDPR, DSA, DMA, AI Act, etc.), U.S. privacy and data laws (CCPA/CPRA, BIPA, HIPAA, COPPA, FERPA, etc.), SIG questionnaires