

Marcela Costa Câmara do Bomfim

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EDUCATION

University of Waterloo

Ph.D., School of Public Health and Health Systems
Research area: Games for change in the field of Nutrition.

Waterloo, ON - Canada
In Progress

Pontifical Catholic University of Rio de Janeiro

M.Sc., Information Technology
Dissertation: "Evaluation of 2D-3D visualization and attention management techniques for the operation of industrial plants".

Rio de Janeiro, RJ - Brazil
May 2013

Pontifical Catholic University of Rio de Janeiro

B. Sc., Information Systems
Final Project: "A Tool for Management of SCRUM Projects"

Rio de Janeiro, RJ - Brazil
Dec 2010

Estácio de Sá University

M.Sc., Nutrition
Final project: "Comparison of the body composition, food intake and body schema of low-income teenage contemporary dancers and middle-class teenage ballet dancers"

Rio de Janeiro, RJ - Brazil
Dec 2005

Estácio de Sá University

B.Sc., Nutrition
Final paper: "Profile of users with hypertension treated in the family health program"

Rio de Janeiro, RJ - Brazil
July 2005

Conferences

- CHI Conference on Human Factors in Computing Systems (Montreal, QB - Canada). April 21-26, 2018.
- Persuasive Technology Conference (Waterloo, ON – Canada). April 16-19, 2018.
- EQuALS 2017: Excellence and Quality in Academic Life in STEM (Waterloo, ON – Canada). May 11-12, 2018.

Presentations

- **CHI 2018, Poster Presentation.** Pirate Bri's Grocery Adventure: Teaching Food Literacy through Shopping. In Extended Abstracts of the 2018 CHI Conference on Human Factors in Computing Systems (p. LBW068). ACM.
- **GRADTalks: Gamification.** University of Waterloo, ON – Canada. April 12, 2018. "Improving Food Literacy Through Gamification."
- **Doctoral Consortium** participation at Persuasive Technology Conference 2018. "Pirate Bri's Grocery Adventure: Improving Food Literacy through Shopping".

PUBLICATIONS

- **Bomfim, M. C., & Wallace, J. R.** (2018, April). Pirate Bri's Grocery Adventure: Teaching Food Literacy through Shopping. In *Extended Abstracts of the 2018 CHI Conference on Human Factors in Computing Systems* (p. LBW068). ACM.
- **Câmara, M., de Abreu Braz, P. F., Monteiro, I., Raposo, A., & Barbosa, S. D. J.** (2013, July). Evaluating devices and navigation tools in 3D environments. In *International Conference on Human-Computer Interaction* (pp. 439-448). Springer, Berlin, Heidelberg.

Awards

- **Research Dissemination Award** for presenting at **GRADTalks: Gamification**. University of Waterloo, ON – Canada. April 12, 2018.

Volunteer Jobs

- Co-organized the **Global Game Jam Winter 2018** and **Game Jam Spring 2018** events at the University of Waterloo with The Games Institute. January and May, 2018.
- Volunteered at **EQUALS Conference 2017**.
- Volunteered at **PLAY** with The Games Institute. June 3, 2017.

PROFESSIONAL EXPERIENCE

- **University of Waterloo**
Teaching Assistant
Waterloo, ON – Canada
September 2016 – December 2018
 - Public Health Nutrition (HLTH355);
 - Health Informatics (HLTH230);
 - Human-Computer Interaction (MSCI343);
 - Epidemiology for Non-Communicable Diseases (HLTH442).
- **Tecgraf Institute / PUC-Rio**
UX/UI Designer
Rio de Janeiro, RJ – Brazil
March 2013 – Present
 - Worked directly with clients' requirements, prioritizing features to solve their needs;
 - Worked closely with the development team to ensure our solutions had the best user experience and functionalities; worked in an environment using Agile Methodologies (SCRUM);
 - Elaborated wireframes, mockups and prototypes, which were then shared and discussed with the development team;
 - Prepared and conducted software training for users;
 - Evaluated the software with user observation techniques and user's feedbacks;
 - Created the process and led a team of users of our 3D CAD/CAE visualization software to create and categorize areas for the application of anti-corrosive painting on platforms for a big company of Oil and Gas in Brazil.

- **Tecgraf Institute / PUC-Rio**
UX/UI Researcher

Rio de Janeiro, RJ – Brazil
February 2011 – February 2013

Master's dissertation translated title: "Evaluation of 2D-3D visualization and attention management techniques for the operation of industrial plants"

The main objective of my research was to provide an environment to support a scenario of industrial plants monitoring in real time, exploring techniques of information visualization and scientific data in an integrated environment that mixed 2D and 3D visualizations, determining how important information would be displayed to call the user's attention through warnings about risky situations.

Thus, my study's main research question was to investigate ways of combining these techniques and propose ways to handle the occlusion, the difficulties of navigation in the 3D environment and different ways to draw the user's attention, considering both the events that are in his field of vision as those who are outside of his field of view (due to the possibility of free navigation).

- **Tecgraf Institute / PUC-Rio**
Intern

Rio de Janeiro, RJ – Brazil
September 2007 – January 2011

Participated in the development team of Environ, a 3D CAD/CAE Visualization Software for Engineers.

- **Self-Employed**
Nutritionist

Rio de Janeiro, RJ – Brazil
July 2005 – December 2006

Worked with clients making improvements in their eating habits and making personalized diet plans according to specific health conditions, such as obesity, diabetes or hypertension.

- **Ordem do Carmo Hospital**
Clinical Nutritionist

Rio de Janeiro, RJ – Brazil
July 2006 – August 2006

Worked directly with patients of the hospital with all kinds of pathologies, prescribing diets according to their dietary needs.

SKILLS

- User Centered Design.
- Agile Methodologies.
- Health Technologies.
- Persuasive Games Design.
- Software Development - Languages: Java, JavaScript, PHP, HTML, XML and C. Notions of SQL and C++.
- Software: 3D Visualization Software, Axure, Balsamiq, Microsoft Visual Studio, Android Studio, Microsoft Excel, Microsoft Office, Microsoft Project, QT Creator.