

# Maysa Borges Gama

## UX Researcher

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maysaborges.github.io/cv/about.html

Curious, organized, and adaptable researcher deeply interested in developing meaningful and inclusive user-driven solutions using technology as a tool. Skilled in qualitative and quantitative methods, I always value human-centred processes while seeking an in-depth understanding of problems, constraints, and opportunities.

### Skills

- Communication
- Presentation and writing
- Research Methods (Qualitative and Quantitative)
- Data Analysis and Visualization
- Problem-solving
- Inclusive Design
- Co-design workshop facilitation
- Mentorship
- Python
- HTML/CSS

### Education

May 2021 – Feb. 2024

#### **M.Sc. in Computer Science**

Federal University of Pernambuco

May 2013 – Jun. 2017

#### **Design Bachelor**

Federal University of Pernambuco

### Honor and Awards

May 2022

#### **Emerging Leaders in America**

NSERC

Dec. 2015

#### **Finalist in the Recife Award for Social Entrepreneurship**

Recife's Prefecture

Jul. 2015

#### **Most Innovative Project**

Campus Party Recife

### Languages

Portuguese: Native

English: Advanced

### Experience

#### **HCI Researcher**

Aug. 2021 – Present

*Virtual Reality and Multimedia Research Group*

Conducts research on Human-Computer Interaction, with an emphasis on Robotics, Artificial Intelligence, Accessible Computing and STEM Education.

#### **Visiting Researcher**

Jan. 2023 – Jul. 2023

*Inclusive Design Research Centre (Ontario College of Art and Design University)*

Research Assistant on ethical, collaborative, and inclusive AI tools for individuals with complex disabilities.

#### **Senior UX Researcher**

Mar. 2022 – Jan. 2023

*YouX Group*

- UXR leader for the company's major project.
- Articulated research findings to stakeholders using data-driven decisions and created reports with interactive dashboards for efficient governmental presentations and decision-making.
- Facilitated co-design workshops and led research processes using human-centered design strategies.
- Developed operational processes, knowledge management resources, and training materials, while ensuring privacy standards for research participants.
- Provided training and consulting on accessibility and inclusive design.

#### **Mentor**

Ago. 2021 – Dez. 2022

*Apple Developer Academy UFPE (Foundations Course)*

Remodeled their course curriculum and mentored 40+ computer science undergraduate students on innovation strategies for real-life problem-solving, UX research principles, and best practices on product design for the iOS ecosystem.