

# Yasemin Gunal

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## EDUCATION

### University College London

Master of Science in Human-Computer Interaction

London, England

September 2024 - Present

### University of Michigan

Bachelor of Science in Information, summa cum laude

Ann Arbor, MI

September 2020 - May 2024

## AWARDS

- ThinkSwiss Research Scholarship Recipient 2023
- MIT Sloan Sports Analytics Conference Scholarship Recipient - UMSI 2023
- James B. Angell Scholar 2023

## PUBLICATIONS

Eve Schade, Gian-Luca Savino, Yasemin Gunal, Johannes Schoening. 2024. "Traffic jam by GPS: A systematic analysis of the negative social externalities of large-scale navigation technologies." PLOS ONE

Yoon Jeong Cha, Yasemin Gunal, Alice Wou, Joyce Lee, Mark W Newman, and Sun Young Park. 2024. "Shared Responsibility in Collaborative Tracking for Children with Type 1 Diabetes and their Parents." CHI '24

## RESEARCH

### University of St. Gallen Institute for Computer Science

Research Assistant Intern

St. Gallen, Switzerland

May 2023 - October 2023

- Led the quantitative data analysis for a study investigating the societal impacts of satellite navigation technologies on urban traffic and co-authored a PLOS One publication
- Developed 3D interface models in Unity to deploy in virtual reality for a study investigating behavior change interventions for improving energy usage

### University of Michigan School of Information

Study Coordinator & Research Assistant

Ann Arbor, MI

May 2022 - December 2023

- Analyzed data concerning individual comfort with targeted advertisements on sensitive topics through an inductive and computational statistics approach and co-authored a CSCW publication
- Conducted a study investigating how children with diabetes manage their care, including designing user studies, qualitative coding, thematic analysis, and co-authorship of ACM-CHI 2024 publication

## ADDITIONAL EXPERIENCE

### University of Michigan School of Information

Instructional Aide

Ann Arbor, MI

December 2021 - Present

- Created and assessed assignments for Introductory Python and provided regular assistance to 250+ students during weekly office hours
- Assisted graduate student instructors in delivering content to undergraduate course students

### Blue Cross Blue Shield of Michigan (BCBSM)

Operations and Performance Management Programming Intern

Detroit, MI

May 2022 - August 2022

- Developed the front and back end of a BCBSM website using SQL stored procedures, HTML, CSS, and Javascript implemented through ASP.Net

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## REACH Consulting Group

Ann Arbor, MI

*Project Manager & Technical Consultant*

September 2020 - November 2022

- Led a team of 5 consultants in analyzing the market, historical, and linguistic patterns in client data for Gale Publishing Co. and provided recommendations to improve their subscription renewal process
- Performed an analysis on the raw hiring data of a client in Tableau to identify entry points for bias in the hiring process. Created an appendable pivot table in Excel to allow better informed hiring decisions

## TECHNICAL SKILLS

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**Languages:** React, Python, SQL, R, HTML, CSS, JavaScript

**Software:** Jupyter, VS Code, Visual Studio, Unity, GitHub, Figma