Paula Akemi Aoyagui

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Profile

Resourceful and enthusiastic, connecting the dots in a collaborative way. Master of Information in User Experience (UX) at University of Toronto (2022). Passionate about Human-Computer Interaction (HCI), developing Academic Research on Trustworthy AI, Explainable AI (XAI), and Large Language Models (LLMs) at the CoOkie Lab with the University of Toronto.

Academic Experience

Research Assistant | CoOkie Lab | University of Toronto   May 2022 - ongoing

- (CHI, 2023) Sharon A Ferguson, Paula Akemi Aoyagui, and Anastasia Kuzminykh. 2023. Something Borrowed: Exploring the Influence of AI-Generated Explanation Text on the Composition of Human Explanations. In Extended Abstracts of the 2023 CHI Conference on Human Factors in Computing Systems (CHI EA '23). Association for Computing Machinery, New York, NY, USA, Article 253, 1–7. https://doi.org/10.1145/3544549.3585727
- (CHI, 2023) Jiannan Li, Maurício Sousa, Karthik Mahadevan, Bryan Wang, Paula Akemi Aoyagui, Nicole Yu, Angela Yang, Ravin Balakrishnan, Anthony Tang, and Tovi Grossman. 2023. Stargazer: An Interactive Camera Robot for Capturing How-To Videos Based on Subtle Instructor Cues. In Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23). Association for Computing Machinery, New York, NY, USA, Article 800, 1–16. https://doi.org/10.1145/3544548.3580896
- (NeurIPS, 2022) Workshop A Thematic Comparison of Human and AI Explanations of Sexism Assessment. Sharon Ferguson, Paula Akemi Aoyagui, Rohan Alexander, Anastasia Kuzminykh
- Working in further research on Human perceptions in Explainable AI (XAI), Trustworthy AI, Trust Calibration, Human-AI collaborative decision-making in ambiguous scenarios

Ad-Hoc Program Advisory Committee | Centennial College   June 2023 - July 2023
Volunteer service for the creation of the Storytelling with Data program

Lack of Data Transparency in Anti-Asian Hate Crimes   June 2021 - July 2021
Economic, Individual, and Societal Impacts of Pandemic Responses on Cities research stipend

Master of Information/UX Design | University of Toronto   Sep 2020 - April 2022
University of Toronto, Canada

Postgraduate Diploma, Broadcast Journalism   Aug 2008 - July 2009
University of the Arts London, United Kingdom

Bachelor of Arts, Social Communication   Jan 2002 - Dec 2005
Pontificia Universidade Catolica, Brazil

Professional Experience

Digital Accessibility Team Lead | Government of Canada   Feb 2024 - ongoing

- Responsible for the Digital Accessibility strategy and implementation at the Department of Fisheries and Oceans, Chief Digital Officer Sector, Government of Canada.

Director of Research | Versett   Nov 2021 - Feb 2024

- Hands-on lead researcher in complex problem spaces (Digital ID, E-commerce, Finance, Higher Education, Healthcare, SaaS) in fast-paced consulting environment
- Scoping UX Research efforts considering constraints (budget, scope, time, goals) and mitigating risks to benefit users, teams and stakeholders for better outcomes
- Expertise in Mixed Methods (Qualitative and Quantitative Methods) applied to Generative and Evaluative scenarios, including adapting and creating frameworks
- Driving actionable deliverables with insights and recommendations to guide design and business decisions (User Journeys, User Story Maps, Service Blueprints, Archetypes, Usability Testing Report, UX Vision, etc)
- Collaborating and coaching team members in Design, Product Management and Development
- Expert in workshop design and facilitation for alignment, ideation, prioritization and vision setting
- Stakeholder management, understanding their needs, pain points and goals to align expectation
- Storytelling techniques to adapt narrative to different audiences (team members to executives)

Senior UX Strategist | HandMade UX   Oct 2019 - Nov 2021

- UX Strategy, Product Strategy and Service Design projects
- Expert in user-centred research end-to-end (from briefing to delivery) employing the best methodology at hand (interviews, surveys, usability testing, card sorting, workshops, etc)
- Focused on deliverables and insights that generate business impact
- Peer-mentoring Designers and Product Managers

Content and Communications Team Lead | Digital House   Feb 2018 - Oct 2019

- Created and implemented a digital communication strategy to launch an ed-tech startup in Brazil
- Contributed to the efforts to enroll 800 students in the first 6 months, 1.500 in 1st year
- Envisioned and launched a scholarship program that motivated 5.000 women to study web full stack

Content Director | Editora Abril   Dec 2017 - Feb 2018

- Video director for branded content

Project Manager for Branded Content | Opa Productions   Dec 2015 - Dec 2017

- Managed production of Branded Content projects for Toyota, Sony Entertainment Television, Yamaha, JBS
- Spearheaded production of 900+ pieces of content (video, photos, text) for a digital platform that reached +17 million unique visitors in 1 year

TV Reporter and Videomaker | TV Globo   Dec 2006-Dec 2017
- Reporter for 10 years at Brazil's largest media corporation
- Traveled all over Brazil and 5 more countries to tell stories

Skills and Qualifications

End-to-end User Research	Figma	Executive presentations	Fluent in Portuguese
Academic Research	UserZoom	Storytelling	Fluent in English
Workshop design & facilitation	Miro & Mural	Peer mentoring	Intermediate French
Usability Testing	Notion		Intermediate Spanish
Service Blueprint	Overleaf		
Future Vision			