A I L

Anamary Leal, **PhD**

User Experience Researcher (UXR) & Maker/Crafter
San Francisco Bay Area

Portfolio site
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PROFILE

- Dynamic jack-of-all trades **UX generalist,** with **12+ years'** experience plus **PhD** in **UX research**/Human-Computer Interaction
- **Curious Designer & Fast Prototyper**: Degrees in computer science, granting superior programming versatility and diverse prototyping skills
- Subject-matter expert in **virtual reality/VR/XR**, **crowdsourcing**, **maker culture** & **mixed (qualitative/quantitative) methods,** with specialties in **underserved communities**
- **Multi-award-winning** master-level **costume designer/builder**, invited guest to judge designs, execution, etc
- **Inspiring, Collaborative Design leader:** led **multiple 0-to-1 engineering teams** simultaneously **often in a months' time**

PROFESSIONAL EXPERIENCE

Principal Investigator & Assistant Professor, *Fall 2017-2021*
Sonoma State University (SSU)

Select Research

Design of Technology to Support Craft Knowledge *2017 - Current*

- Designed mixed-methods generative research to understand how crafters seek craft knowledge online
- Established a team of multidisciplinary, diverse students to conduct, analyze and disseminate studies in professional venues
- Delivered design recommendations that resolve the contradiction between learning tangible knowledge through digital mediums
- Recognized as Top 10 research projects in SSU 2019, accepted in CHI 2021 Workshop, pending conference submission

Negotiating Fabric Descriptors Using Technology *2014 to 2018*

- Established/implemented innovative research exploring how designers describe fabrics
- Addressed the problem of designers searching for craft supplies online, despite users using ambiguous and situated terms
- Collaborated with fashion stakeholders to deliver design guidelines
- Designed, developed, and evaluated fabric search systems using web analytics, performance data, crowdsourcing technology

EDUCATION & HONORS

Ph.D in Computer Science, Human-Computer Interaction
Virginia Tech, 2017
NSF Graduate Fellowship: $90K stipend for 3 years
Bachelor's in Computer Science
University of Central Florida, 2009

SKILLS

- **UX Research:** exploratory research, contextual inquiry, evaluative research, multi-method studies, surveys, in-depth interviews, questionnaires, iterative research, moderated studies, sketching, personas, storyboarding, observational research, scenarios, rapid prototyping, thematic analysis, open-coding, topic modeling, focus groups, usability testing, statistical modeling, affinity mapping, heuristic evaluation, data analytics, ethnography, storyboarding

- **Maker/physical computing skills:** soldering, microcontrollers, sensors, hand/machine sewing, drafting patterns, costume/garment construction, costume crafts, laser cutting, 3D modeling/printing, CNC machinery, power tools, vinyl cutting

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PROFESSIONAL EXPERIENCE

Teaching Responsibilities

- Educated 120+ students with no prior experience to master design thinking, agile, UXR/UX design, complex machinery/tools
- Innovated software projects course by embedding industry UXR & design techniques, resulting in industry-recognized apps
    - Project videos: **[Spring 2021]** and **[Fall 2020]**
- Led multiple multidisciplinary cross-functional student teams & stakeholders to make products to non-profit organizations **[including a vaccine clinic],** in one month

User Experience Engineer, Intel Corporation *May 2013-Aug 2013*

- Launched exploratory research, designed and prototyped a "hacker" or do-it-yourself 9-camera array using commodity hardware
- Led a successful multi-disciplinary 4-person, initially dysfunctional team to launching prototype demos, camera viewers and presentations to internal and external audiences
- Awarded top rating for performance and leadership rating, given selectively for multi-disciplinary leadership

Costume Builder/Designer, Virginia Tech & various *2014-current*

- Built 100+ costume pieces/accessories in 4+ major productions
- Analyzed, designed, prototyped and built interactive multimedia costumes with electronics, sewing, drafting
- Awarded 1st place, Best Recreation in Intl/regional competitions

Instructor, Computer Science (CS) Dept, Virginia Tech, *2015-6*
Research Assistant, U. of Southern California *2011*
University of Southern California
Usability Engineer, MITRE Corporation *May 2009- July 2009*

LEADERSHIP

Co-organizer, Girls Tinker Academy *2018*

- Launched a full Maker/STEAM mini-summer camp, where I co-hosted/taught 24 middle school girls
- Orchestrated between multiple teams (makerspace, mentors, assistants, stakeholders from Career Technical Education Foundation Sonoma County)
- Recognized by **[Press Democrat]**, **[SSU President Sakaki]**

SKILLS CONTINUED

- **Programming languages:** R, C#, Python, Arduino, among others
- **Product Management:** Agile/SCRUM, product leadership, multiple-project management, teaching, mentoring
- **Design:** lo/mid/hi-fidelity prototyping, design thinking, teaching
- **Software**: Adobe Creative Cloud (Illustrator, Photoshop, InDesign, XD), Qualtrics, Microsoft Office, Google Suite, Amazon Turk
- **Spoken languages:** Fluent in Spanish, English, familiar with Japanese

GRANTS AND AWARDS

California State University/Adobe Digital Literacy Grant: $3K to support design in makerspace class, 2020
SSU Grace Hopper Travel Award: $10K for leading women students to attend Grace Hopper Women in Computing Celebration Conference, 2020
NSF Graduate Fellowship: $90K stipend for 3 years, 2010

SELECT PUBLICATIONS

Leal, A. "Negotiating Ambiguity in Describing Fabrics Through Technology." Tangible and Embodied Interaction Conference **[DOI]** **[Paper]** **[Full Thesis]**

Leal, A., et al. "3d sketching using interactive fabric for tangible and bimanual input." In *Proceedings of Graphics Interface 2011* **[Paper]**