

EVELYN SALOME GOROZA

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SUMMARY

Versatile and interdisciplinary Human Factors Engineer and UX Researcher with a background in behavioral trials, clinical research, and creative problem-solving. I specialize in deciphering human behavior to drive technology adoption and develop inclusive systems. My current work spans product design and AI research, contributing expert reference work that advances how AI models understand professional creative workflows, and leading product design and operations at an early-stage AI venture. Prior achievements include engineering a novel metric for quantifying user reliance on collaborative automation and directing usability testing for high-risk medical devices, supporting successful FDA clearances. I transform complex data into user-centered solutions and maintain technical proficiency in Figma, R, Python, and modern AI tooling, with additional experience across critical care, creative design, and strategic market research in highly regulated industries.

EDUCATION

Tufts University

Medford, MA | 2023 – 2025

M.S. in Human Factors Engineering | GPA 3.97 / 4.0

Thesis: “Quantifying Calibration: Bridging Trust and Reliance in Automation Across Cultural Values and Dispositional Factors” (August 2025)

Advisor: Dave B. Miller, Ph.D. | Committee: Daniel J. Hannon, Ph.D., Holly Taylor, Ph.D.

Funding: Wittich Grant, Trefethen Fellowship

Northeastern University

Boston, MA | 2017 – 2021

B.S. in Biology | GPA 3.8 / 4.0

EXPERIENCE

AI Trainer – 2D Graphics & Game Development Expert

April 2026 – Present

Handshake AI Fellowship (Contract)

Remote

- Develops and evaluates domain-specific prompts to assess the performance of large language models (LLMs) across 2D graphics and game development workflows.
- Produces expert-level reference design deliverables in industry-standard creative tools to support training data generation for agentic AI systems.
- Authors structured evaluation rubrics defining quality criteria for professional design tasks, supporting downstream model training and evaluation.
- Contributes to improving AI understanding of complex visual design and creative production workflows through expert review and feedback.

Product Designer

November 2025 – Present

Orgizai (early-stage AI venture, part-time)

Remote

- Leads end-to-end product design for an AI-native consumer product, owning user research, information architecture, interaction design, wireframing, and high-fidelity prototyping in Figma through to shippable interfaces.
- Conducts user research, competitive landscape analysis, and regulatory framework analysis, translating qualitative and quantitative findings into product positioning, design decisions, and feature prioritization.
- Designs and prototypes physical hardware components alongside digital experiences, ensuring consistent design language across product touchpoints.
- Uses modern AI tooling (Claude, ChatGPT) to accelerate Figma prototyping, design exploration, and documentation cycles.

- Owns internal operations for a small distributed team, including project tracking in Linear, documentation in Obsidian, and core team workflows.

Graduate Human Factors Researcher

February 2024 – August 2025

Department of Mechanical Engineering, Tufts University

Medford, MA

- Led design and execution of a quantitative, repeated-measures study (N=189) investigating the influence of dispositional traits (culture, personality) on reliance on collaborative automation (e.g., automated driving, AI clinical support).
- Developed Use-in-Range (UIR), a novel metric adapted from clinical TIR, to systematically quantify appropriate user reliance and classify calibrated use, misuse, and disuse patterns.
- Used Robust Structural Equation Modeling (SEM) to link cultural values and dispositional trust to changes in baseline trust, in-task trust, and behavioral reliance.
- Created and deployed Calibratio, a Unity-built simulation game with a continuous tasking and delegation interface, to collect real-time reliance metrics.

UX Researcher & Designer

May 2024 – April 2025

Center for Engineering Education & Outreach (CEEEO), Tufts University

Medford, MA

PI: Jennifer Cross, Ph.D. | Co-PI: Elissa Milto, M.Ed. | Funding: NSF Award #2318191

- Co-designed a visual robot-programming tool aligned with IEP standards and classroom needs.
- Collaborated with special education teachers (Somerville Public Schools) to integrate computational thinking and executive functioning skill development using LEGO SPIKE Prime robotics.
- Developed and iterated student-facing scaffolds (e.g., planning boards) to support sequencing and task decomposition, based on educator feedback and pilot testing.
- Designed usability testing with Structured Observation Protocol and co-authored a publication for IEEE FIE 2025.

Clinical Research Coordinator

May 2021 – February 2023

Laffel Lab, Joslin Diabetes Center / Harvard Medical School

Boston, MA

PI: Lori M. Laffel, M.D., M.P.H.

- Managed human-subject research and led usability and safety testing for Class III medical devices, including AID systems, supporting successful FDA 510(k) clearances.
- Directed recruitment and enrollment pipelines for major clinical trials, including the Omnipod 5 Pivotal and HAPPY-T1D (NIH) trials, to evaluate UX and psychosocial outcomes.
- Collaborated with industry sponsors and PIs to collect mixed-methods data, ensuring data integrity, regulatory compliance, and device performance validation.
- Co-authored peer-reviewed publications on device performance and user satisfaction in pediatric and pregnant populations.

Social Media Manager

April 2023 – August 2023

post.script

San Francisco, CA

- Managed social media strategy for an AAPI-woman-owned boutique, analyzing engagement metrics to grow online community across Instagram (8K+ followers) and TikTok.

Analog Photographer

January 2022 – August 2023

Freelance

Boston, MA & San Francisco, CA

- Produced editorial 35mm portraiture for gallery exhibitions and nonprofit fundraisers; created exclusive product lines for small businesses; provided consulting services for local film labs.
- Featured in publications including LensCulture and Pamplemousse Magazine, and exhibited work at Aeronaut Brewing Company.
- Published *Salome*, a 100+ page print publication on analog photography featuring over forty artists; managed end-to-end production, contributor outreach, and editorial direction.

Patient Care Technician

Beth Israel Deaconess Medical Center

January 2020 – April 2021

Boston, MA

- Delivered BLS-certified critical care support in CVICU and cardiac surgical units during the first year of the COVID-19 pandemic.
- Coordinated patient monitoring, vital signs, and interdisciplinary handoffs as part of a multidisciplinary care team with clinical staff.

Global Marketing Research Co-op

Sanofi

January 2019 – August 2019

Cambridge, MA

Supervisor: Jack Tsai, MD, MBA

- Conducted competitive landscape analysis for Zaltrap (ziv-aflibercept) in metastatic colorectal cancer, benchmarking against competitor therapies including Avastin (bevacizumab).
- Analyzed physician prescribing patterns, treatment guidelines, and market trends.
- Synthesized findings into reports and presentations for Global Oncology Marketing leadership.

PUBLICATIONS

Goroza, E. (2025). Quantifying calibration: Bridging trust and reliance in automation across cultural values and dispositional factors (Publication No. 32238898) [Master's thesis, Tufts University]. ProQuest Dissertations and Theses Global.

Goroza, E., McCarthy-Bui, G., Zhao, A., Ostenson, E. R., & Miller, D. B. (2025). Quantifying calibration: Bridging trust and reliance in automation across dispositional factors. In CHI '25 Workshop on Hybrid Automation Experiences (AutomationXP25). CEUR Workshop Proceedings.

Hayes, R., Milto, E., Goroza, E., & Cross, J. (2025). WIP: Development and pilot results of ORBIT: A visual robot-programming tool supporting computational thinking and executive functioning skills in special education. *2025 IEEE Frontiers in Education Conference (FIE)*, 1–5. <https://doi.org/10.1109/FIE63693.2025.11328697>

Riveline, J.-P., Renard, E., Aleppo, G., Bode, B. W., Brown, S. A., Castorino, K., Hirsch, I. B., Kipnes, M. S., Laffel, L. M., Lal, R. A., Penforinis, A., Shah, V. N., Thivolet, C., Weinstock, R. S., & OP5-003 Research Group [including Goroza, E.]. (2026).

Psychosocial outcomes among adults with type 1 diabetes using a tubeless automated insulin delivery system compared with sensor-augmented pump therapy: A randomised, parallel-group clinical trial sub-study. *Diabetes, Obesity and Metabolism*.

Advance online publication. <https://doi.org/10.1111/dom.70416>

Polsky, S., Valent, A. M., Isganaitis, E., Castorino, K., O'Malley, G., Beck, S. E., Gao, P., Laffel, L. M., Brown, F. M., & Levy, C. J. (2024). Performance of the Dexcom G7 continuous glucose monitoring system in pregnant women with diabetes. *Diabetes Technology & Therapeutics*, 26(5), 307–312. <https://doi.org/10.1089/dia.2023.0516> [Goroza, E. acknowledged for contributions to Joslin Clinical Research Center study team]

SKILLS & CERTIFICATIONS

Product Design: User research, information architecture, interaction design, wireframing, high-fidelity prototyping, design systems, usability testing, accessibility (WCAG), heuristic evaluation.

Research Methods: Behavioral study design, mixed-methods research, structural equation modeling (SEM), survey design and validation, task analysis, competitive landscape analysis, regulatory framework analysis.

Design & Prototyping Tools: Figma, Unity (C#), Adobe Creative Suite (Photoshop, Illustrator, InDesign), GIMP, Inkscape, Blender, physical prototyping.

AI & Automation: Prompt engineering, LLM evaluation, training data generation, Claude, ChatGPT, agentic AI workflows.

Statistical Software & Programming: R (lavaan, tidyverse, ggplot2), Python, SPSS, Qualtrics.

Operations & Collaboration: Linear, Obsidian, Notion, project management, distributed-team workflows.

Clinical Research: REDCap, IRB protocol management, FDA 21 CFR Part 11 compliance, Good Clinical Practice (GCP), Prolific (participant recruitment).

Certifications: CITI Human Subjects Research Certification (2020, 2025).