

EVELYN SALOME GOROZA

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SUMMARY

Product designer and UX researcher bridging design, AI, and behavioral research. Currently leading product design and operations at an early-stage AI venture and contributing expert reference work that advances how AI models understand professional creative workflows. Previously engineered a novel reliance metric for collaborative automation and directed usability testing for high-risk medical devices supporting successful FDA clearances. Fluent in Figma, modern AI tooling, and mixed-methods research across regulated industries.

EXPERIENCE

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 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.

AI Trainer – 2D Graphics & Game Development Expert

April 2026 – Present

Handshake AI Fellowship (Contract)

Remote

- Develops and evaluates domain-specific prompts to assess large language model (LLM) performance across 2D graphics and game development workflows.
- Produces expert-level reference design deliverables and authors structured evaluation rubrics defining quality criteria for professional design tasks.
- Contributes to improving AI understanding of complex visual design and creative production workflows through expert review and feedback.

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) on dispositional traits and reliance on collaborative automation (e.g., automated driving, AI clinical support).
- Developed Use-in-Range (UIR), a novel metric to systematically quantify appropriate user reliance and classify calibrated use, misuse, and disuse patterns.
- Built and deployed Calibratio, a Unity-built simulation game with a continuous tasking and delegation interface, to collect real-time reliance metrics.
- Co-authored published work for the CHI '25 AutomationXP Workshop.

UX Researcher & Designer

May 2024 – April 2025

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

Medford, MA

- Co-designed a visual robot-programming tool aligned with IEP standards and classroom needs, in partnership with special education teachers (Somerville Public Schools).
- Developed and iterated student-facing scaffolds (e.g., planning boards) supporting sequencing and task decomposition, based on educator feedback and pilot testing.
- Designed usability testing using 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

- 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.
- Co-authored peer-reviewed publications on device performance and user satisfaction in pediatric and pregnant populations.

SKILLS

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

Tools: Figma, Unity (C#), Adobe Creative Suite (Photoshop, Illustrator, InDesign), GIMP, Inkscape, Blender, Linear, Obsidian, Notion.

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

Research & Analysis: Behavioral study design, mixed-methods research, structural equation modeling (SEM), survey design, R (lavaan, tidyverse, ggplot2), Python, SPSS, Qualtrics.

Regulated Research: REDCap, IRB protocol management, FDA 21 CFR Part 11 compliance, Good Clinical Practice (GCP), CITI Human Subjects Research Certification.

EDUCATION

Tufts University

Medford, MA | 2023 – 2025

M.S. in Human Factors Engineering | GPA 3.97 / 4.0 | Wittich Grant, Trefethen Fellowship

Northeastern University

Boston, MA | 2017 – 2021

B.S. in Biology | GPA 3.8 / 4.0