Alexandra W.D. **Bremers**

Cornell Tech (NYC), Cornell University
awb227@cornell.edu / bremers.github.io / [Portfolio] / [Google Scholar]

I'm available for Research Scientist / UX Researcher / Consultant positions from May 2026.

Human–AI Interaction researcher & designer with 8+ years of experience spanning academia and industry. PhD candidate at Cornell Tech (graduation May 2026), with prior R&D roles at Walt Disney Imagineering, Accenture Labs, Toyota Research Institute, and Jaguar Land Rover. Combines expertise in UX research, intelligent systems, and design prototyping to create user-centered technologies for creative and technical domains. Recognized with competitive fellowships and publications in leading venues including IJHCS, IROS, CHI.

EDUCATION

2020-
(exp. 5/2026)
Ph.D. in Information Science, Cornell University, New York, NY, USA
Dissertation: "Towards Designing Mixed-Initiative Machines for Creatives."
Committee: Dr. Wendy Ju (chair), Dr. Francois Guimbretiere, Dr. Steve Marschner (Comp.Sci. minor).

2020-2023
M.S. in Information Science, Cornell University, New York, NY, USA

2019
M.Eng. Coursework in Automotive Human-Technology Interaction (5 credits), Warwick University, UK

2016-2018
M.S. in Artificial Intelligence, Utrecht University, The Netherlands

2013-2016
B.S. in Industrial Design, Eindhoven University of Technology, The Netherlands

EMPLOYMENT HISTORY

2020–
Graduate Assistant, Cornell University, New York, NY, USA

- Led & published team research projects funded by Amada, Toyota (TRI), Accenture, Nissan, NSF
- Prototyped interactive systems (Arduino, Jetson Nano, Hololens, Unity, Python, Microsoft Psi)
- Qualitative research including brainstorming, interviews and field visits (Adobe CS, Figma, Miro, Atlas.ti)
- Designed and ran quantitative surveys (Qualtrics) and performed statistical analysis (R, Python)
- Student supervision, TA for 5 master's level classes, public speaking to various audiences

2025 (summer)
Research Intern (R&D Lab Associate), Walt Disney Imagineering, Glendale, CA, USA

- Delivering low to high fidelity UI prototypes for creativity support software (Figma, Python, Streamlit)
- Stakeholder interviewing & consulting to advise on UX/UI pain points and opportunities
- Outlining strategy for UX/UI of digital collaboration software ecosystem across Imagineering

2023 (summer)
Research Intern (Associate Principal), Accenture Labs (R&D), San Francisco, CA, USA

- Designed and engineered Wizard-of-Oz task assistance system using Raspberry Pi and cameras
- Experimental design of in-person lab study, analyzed data with R, and presented at ACM CUI 2024

2021 (summer)	**Research Intern**, Toyota Research Institute, Los Altos, CA, USA *(remote)*

- Analyzed and visualized a street image dataset (Git, Jupyter, Docker, S3, Python, R, OpenCV)

2017–2020	**Human-Machine Interface Researcher**, Jaguar Land Rover, Coventry, UK

- Led 2 research collaborations with Cambridge University, resulting in 2 journal articles
- Developed protocols and conducted HCI/human factors studies on the bench, simulator, and on-road
- Designed HMI research prototypes using Adobe CS and Arduino for internal demonstrations
- Delivered reports on GDPR and human factors to Product Engineering, informing product requirements
- Collaborated in cross-functional teams using Jira/Confluence, Rational Rhapsody and MS Office
- Oxford-Cambridge Rising Women in Science and Engineering, Global Finalist in Tata and JLR Innovista

2017 (summer)	**Research Intern**, NTU IoX Center, National Taiwan University, Taipei, Taiwan

- Designed a smart home user interface and used it as a probe for semi-structured qualitative interviews

2015 (fall)	**Industrial Design Intern**, Next Nature Network, Amsterdam, Netherlands

- Used Arduino to program a remote-controlled RGB LED ring for a smart belt prototype
- Managed exhibits at Dutch Design Week and trade shows (logistics, graphic design and presenting)

SELECTED HONOURS & AWARDS

Honors & Awards	Cornell PiTech AI in Arts & Culture Fellowship (2025), $3,000
	Royal Commission of 1851 Industrial Fellowship (2020), £90,000
	PhD Fellowship (University of Cambridge, Engineering Department). Declined in order to accept Cornell offer.

SELECTED PUBLICATIONS (SEE GOOGLE SCHOLAR)

Selected Articles (Peer-Reviewed)

Natalie Friedman, **Alexandra Bremers**, Adelaide Nyanyo, Ian Clark, Yasmine Kotturi, Laura Dabbish, Wendy Ju, Nikolas Martelaro. "Understanding the Challenges of Maker Entrepreneurship". In: *Proceedings of the ACM on Human-Computer Interaction: CSCW* 9.2 (2025), pp. 1–29. DOI: https://doi.org/10.1145/3711096.

Alexandra Bremers, Natalie Friedman, Sam Lee, Tong Wu, Eric Laurier, Malte Jung, Jorge Ortiz, Wendy Ju. "(Social) Trouble on the Road: Understanding and Addressing Social Discomfort in Shared Car Trips". In: *CUI '24: Proceedings of the 6th International Conference on Conversational User Interfaces*. 2024. URL: https://dl.acm.org/doi/10.1145/3640794.3665580.

Alexandra Bremers, Maria Teresa Parreira, Xy Fang, Natalie Friedman, Adolfo Ramirez-Aristizabal, Alexandria Pabst, Mirjana Spasojevic, Mike Kuniavsky, Wendy Ju. "The Bystander Affect Detection (BAD) dataset for failure detection in HRI". In: *2023 IEEE/RSJ International Conference on Intelligent Robots and Systems (IROS)*. 2023. DOI: https://doi.org/10.1109/IROS55552.2023.10342442.

David Goedicke, **Alexandra Bremers**, Sam Lee, Fanjun Bu, Hiroshi Yasuda, Wendy Ju. "XR-OOM: MiXed Reality Driving Simulation With Real Cars". In: *Proceedings of the ACM International Conference on Human Computer Interaction (CHI)*. 2022. DOI: https://doi.org/10.1145/3491102.3517704.

Alexandra W.D. Bremers, Ali Özgür Yöntem, Kun Li, Daping Chu, Valerian Meijering, Christian P. Janssen. "Perception of Perspective in Augmented Reality Head-Up Displays". In: *International Journal of Human-Computer Studies* (2021), p. 102693. ISSN: 1071-5819. DOI: https://doi.org/10.1016/j.ijhcs.2021.102693.