

# Monisola Jayeoba

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## PROFESSIONAL SUMMARY

Human-centered design researcher and Ph.D. candidate at Northwestern University specializing in human-AI interaction, UX research, agile product design, and digital innovation. Experienced in using mixed-methods research to uncover user needs, evaluate complex systems, and translate insights into inclusive, data-informed design decisions. Passionate about building products that enhance understanding, trust, and connection between people and technology.

## EDUCATION

- **Northwestern University** Evanston, USA  
*Doctor of Philosophy - Human Computer Interaction; GPA: 3.89/4.00* Sept. 2022 - Present
- **The University of Edinburgh** Edinburgh, UK  
*Master of Science - Design Informatics, Grade: Merit* Sept. 2021 - August 2022
- **Federal University Oye-Ekiti** Oye-Ekiti, NG  
*Bachelor of Engineering - Computer Engineering; GPA: 4.03/5.00* Jan 2014 - June 2019

## SKILLS SUMMARY

- **Languages:** Python, HTML, CSS, JavaScript
- **UX Design Tools:** Figma, FigJam, Miro, Mural, Canva, Adobe XD, Dovetail
- **Research & Data Analysis:** MaxQDA, NVivo, Quirkos, Dedoose, MS Excel, OpenRefine, Tableau, Power BI, Jupyter Notebook, Typeform, SurveyMonkey, UserTesting, Qualtrics
- **Frameworks & Methods:** Survey Design, Interviews, Focus Groups, Content Analysis, Ethnography, Clickstream Analytics, Think-Aloud Usability Testing, A/B Testing, Feature Prioritization, Service Design, and Stakeholder Management
- **Project & Collaboration Tools:** Smartsheet, Jira, Monday, ClickUp, MS Project, GitHub, Google Cloud Platform, Calendly, Zoom
- **Soft Skills:** Leadership, Effective Communication, Adaptability, Creative Problem-Solving, and Cross-functional Teamwork

## PROFESSIONAL EXPERIENCE

- **Graduate Researcher** Sep 2022 – Present  
*Personalized & Adaptive Technology for Health (PATH) Lab, Northwestern University* Evanston, IL
  - Designed an AI explainability dashboard for pediatric mental health risk prediction, collaborating with 18+ clinicians; integrated counterfactuals and fairness alerts to improve algorithmic transparency and clinical trust.
  - Led a qualitative research with 18 oncologists across 11 hospital clinics within the STELLaR telehealth initiative (NCI-funded), co-designing EMR-integrated digital tools that embed behavior change support directly into clinical workflows.
  - Pioneered a mixed-method study on autonomous motivation, surveys (N=456) and interviews (N=19), identifying design strategies that strengthen cancer survivor engagement and long-term adherence.
  - Spearheaded a mixed-methods need-finding research, surveys (N=147) and interviews (N=20), for the AHA online support community (21,000+ users), analyzed, and translated user insights into design recommendations for sustained digital engagement.
- **Graduate Teaching Assistant, CS 330: Human-Computer Interaction** Sep 2025 – Present  
*Department of Computer Science, Northwestern University* Evanston, IL
  - Facilitate learning for a cohort of 203 students, leading interactive labs on user research, sketching, pair observation, & prototyping
  - Deliver actionable feedback at design critiques & office hours, co-developed curriculum bridging UX theory with product practice
- **UX Researcher & Product Manager (Graduate Trainee)** Jun 2019 – Jul 2021  
*eHealth4everyone* Abuja, Nigeria
  - Spearheaded 15-member cross-functional team to build an electronic immunization record system, reducing vaccine waste by 78%
  - Defined product vision, roadmap, & research strategy for Smartacare EMR, guiding development to MVP delivery within 3 months
  - Deployed Ddistance, a DHIS2 server hosting platform, acquiring 57 customers in 2 months via targeted outreach & rapid iteration

## SELECTED PUBLICATIONS

- **Jayeoba, M., Scherr, Jacobs, M. (2024) et.al.** *Low Burden EHR Strategies for Engaging Oncologists in Digital Health Behavior Change Interventions: Qualitative Interview Study* J Med Internet Res 2025;27:e65975 DOI: 10.2196/65975
- **Kerstiens, S., Scherr, C.L., Jacobs, M., Carroll, A. J., Daly, E. R., Jayeoba, M., et.al., & Spring, B.** *Speaking of Survival: Oncologists' Approaches to Risk Behavior Conversations with Cancer Survivors.* J Cancer Surviv (2025). DOI:10.1007/s11764-025-01798-1
- **Jayeoba, M. et al., (under review).** *Designing for Autonomous Motivation: A Qualitative Interview Study of Cancer Survivors' Pre-enrollment Preferences for Digital Health Behavior Change Programs.* JMIR.

## LEADERSHIP EXPERIENCE

- Chair-Elect, National Graduate Society of Women Engineers (GradSWE) Affinity Group Jan 2025 – Present
- Graduate Resident Assistant, Northwestern University Residential Services Oct 2024 – Present
- Vice President, NU African Graduate Student Association Jun 2023 – Present
- President, NU Graduate Society of Women Engineers Jun 2024 – June 2025

## AWARDS & CERTIFICATIONS

- Society of Women Engineers ANSYS Scholarship, 2025 - 2026
- American Association of University Women (AAUW) International Doctoral Fellowship, 2024–2025
- Segal Design Cluster Fellowship, 2023–2024
- ProductSide (formerly 280 Group) Agile Product Management Certification, 2024
- Google UX Design Professional Certificate, 2023
- MasterCard Foundation Scholarship, University of Edinburgh, 2022–2023