

Monisola Jayeoba

✉ monisolajayeoba@gmail.com | 🌐 monisolajayeoba.com | 🌐 monisolajayeoba | 📞 2243823977 | 🏠 Evanston, IL

PROFESSIONAL SUMMARY

Sample Work: [Low-Burden EMR Strategies](#) and [American Heart Association OHC](#)

UX researcher proficient in deploying exploratory and evaluative mixed-methods research to connect behavioral data, users' attitudes, and business metrics within complex systems. Possesses proven ability to collaborate with cross-functional teams, navigate ambiguity, and translate research insights through compelling storytelling into data-informed design strategies that de-risk product roadmaps, secure stakeholder buy-in, and drive business decisions.

EDUCATION

- **Northwestern University** Evanston, USA
Doctor of Philosophy - Human Computer Interaction; GPA: 3.89/4.00 Graduating: June 2027
- **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, SQL, R, 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, Google Forms, AirTable, ChatGPT, Claude, TensorFlow, PyTorch
- **Frameworks & Methods:** Survey Design, Interviews, Focus Groups, Journey Mapping, Content Analysis, Ethnography, Clickstream Analytics, Think-Aloud Usability Testing, A/B Testing, Concept Testing, Feature Prioritization, Heuristic Evaluation, Service Design, Stakeholder Management, Prompt Engineering, Descriptive Statistics, Inferential Statistics (t-test, ANOVA, Chi-square), Non-parametric Tests (Kruskal-Wallis, Friedman), Regression Analysis (Linear, Multinomial, Multi-level), Correlation Analysis, Factor Analysis, and Mixed Effects Modeling.
- **Project & Collaboration Tools:** Smartsheet, Jira, Notion, ClickUp, MS Project, GitHub, Google Cloud Platform, Calendly, Zoom
- **Soft Skills:** Leadership, Effective Communication, Adaptability, Creative Problem-Solving, and Cross-functional Teamwork

PROFESSIONAL EXPERIENCE

- **User Researcher** Sep 2022 – Present
Personalized & Adaptive Technology for Health (PATH) Lab, Northwestern University Evanston, IL
 - Leading the end-to-end design and engineering of a Multi-Agent GenAI framework leveraging LLM-based few-shot learning and NLU to simulate high-friction clinical personas for enhanced behavioral coaching.
 - 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 – Dec 2025
Department of Computer Science, Northwestern University Evanston, IL
 - Facilitated learning for a cohort of 203 students, leading interactive labs on user research, sketching, pair observation, & prototyping.
 - Delivered actionable feedback at design critiques & office hours, co-developed curriculum bridging UX theory with product practice.
- **User Experience & Product Researcher** 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 UX vision, roadmap, & research strategy for Smartacare EMR, guiding development to MVP delivery within 3 months.
 - Deployed Dhistance, 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* JMIR (2025) 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.
- **Jayeoba, M. et al.**, (under review). *From Clicks to Community: Understanding Stage-Based Engagement in an Online Health Community.* 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