

# Zaidat Ibrahim

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## Research Interest

My research focuses on supporting health journeys. Specifically women's health journeys in populations understudied and marginal communities in HCI. I leverage qualitative and quantitative HCI research methods in my work (surveys, interviews, and diary studies), utilizing the results of this analysis to formulate design guidelines for initial prototypes of sociotechnical and personal informatics systems. In my research, I collaborate with Dr. James Clawson, Dr. Katie Siek, and Dr. Christina Chung.

## Education

- 2020-2025**      **Ph.D. Informatics (Health-track), Minor Human-Computer Interaction**  
Luddy School of Informatics, Computing, and Engineering, Bloomington IN  
Faculty Advisor: James Clawson, Ph.D.
- 2017-2019**      **Master of Public Health (Health Policy and Management)**  
The University of California, Berkeley, CA
- 2010-2014**      **Bachelors of Arts in Biochemistry**  
Mount Holyoke College, South Hadley, MA

## Publications

### Published Journal Papers

- P.1**              Timothy T Brown, Christie Ahn, Haoyue Huang, and **Ibrahim, Zaidat**. Reducing the prevalence of low-back pain by reducing the prevalence of psychological distress: Evidence from a natural experiment and implications for health care providers. *Health Services Research*, 55(5):631–641, 2020

### Recently Accepted Publications

- P.2**              **Ibrahim, Zaidat**, Pegah Karimi, Aqueasha Martin-Hammond, Harrington Christina, and Katie Siek. What Do We Do? Lessons Learned from Conducting Systematic Reviews to Improve HCI Dissemination. Association for Computing Machinery, 2024. [24% acceptance rate]
- P.3**              **Ibrahim, Zaidat**. Expanding Personal Informatics: Menstruation and Pregnancy Healthcare Journey For Practising Muslim Women. In *Extended Abstracts of the 2023 CHI Conference on Human Factors in Computing Systems*. Association for Computing Machinery, New York, NY, USA, 2024. ISBN 979-8-4007-0331-7/24/05. [24% acceptance rate]

- P.4 **Ibrahim, Zaidat**, Novia Nurain, Pallavi Ponchor, and James Clawson. Islamically, I am not on my period”: A Study of Menstrual Tracking in Muslim Women in the US. In *Proceedings of the 2024 CHI Conference on Human Factors in Computing Systems*. Association for Computing Machinery, New York, NY, USA, 2024. [26.3% acceptance rate]
- P.5 **Ibrahim, Zaidat**, Novia Nurain, and James Clawson. Tracking During Ramadan: Examining the Intersection of Menstrual and Religious Tracking Practices Among Muslim Women in the United States. Association for Computing Machinery, 2024. [26.3% acceptance rate]
- P.6 **Ibrahim, Zaidat**, Caldeira Clara, and Chung Chia-Fang. Supporting Experiential Learning in People with Gestational Diabetes Mellitus. Association for Computing Machinery, 2024. [26.3% acceptance rate]
- P.7 Aswati Panicker, Novia Nurain, **Ibrahim, Zaidat**, Chun-Han (Ariel) Wang, Seung Wan Ha Ha, Yuxing Wu, Kay Connelly, Katie Siek, and Chia-Fang Chung. Understanding fraudulence in online qualitative studies: From the researcher’s perspective. In *Proceedings of the 2024 CHI Conference on Human Factors in Computing Systems*. Association for Computing Machinery, New York, NY, USA, 2024. [26.3% acceptance rate]
- P.8 Aswati Panicker, Novia Nurain, **Ibrahim, Zaidat**, Chun-Han (Ariel) Wang, Seung Wan Ha Ha, Yuxing Wu, Kay Connelly, Katie Siek, and Chia-Fang Chung. Fraudulence in Human-Centered Design: Collective Strategies and Future Agenda For Qualitative HCI Research. In *Extended Abstracts of the 2023 CHI Conference on Human Factors in Computing Systems*. Association for Computing Machinery, New York, NY, USA, 2024

#### Non-Archival Workshop Papers at Refereed Conferences

- W.1 **Zaidat Ibrahim** and Dr. Katie Siek. Investigating Identity in Reproductive Health and HCI: A Systematic Review. In *WISH Symposium @ CHI*. CHI 2023: The ACM CHI Conference On Human Factors in Computing Systems., 2023
- W.2 **Zaidat Ibrahim** and Dr. James Clawson. Conceptual Investigation of Values in Pregnancy Healthcare Journey Research. In *WISH Symposium @ CHI*. CHI 2023: The ACM CHI Conference On Human Factors in Computing Systems., 2023
- W.3 **Zaidat Ibrahim** and Dr. James Clawson. Reflections on Considerations For Research Within Muslim Women Population. In *Workshop on Integrating Faith, Religion and Spirituality in HCI*. CHI 2022: The ACM CHI Conference On Human Factors in Computing Systems., 2022

#### Media Articles

- M.1 **ACM-W Scholar-Zaidat Ibrahim**  
<https://women.acm.org/scholars/acm-w-scholars/zaidat-ibrahim/>  
 Authors: ACM  
 Published: May 2023
- M.1 **No, submitting junk data to period tracking apps won’t protect reproductive privacy**

<https://theconversation.com/no-submitting-junk-data-to-period-tracking-apps-wont-protect-reproductive-privacy-186257>  
Authors: Katie Siek, PhD, **Zaidat Ibrahim**, and, Alexander Hayes  
Published: July 7, 2022

## Professional Experiences

- 01/2021-Present* **Assistant Instructor**  
**Indiana University Bloomington** **Bloomington, IN**
- Supporting lead faculty/instructor in enhancing classroom instruction, maintaining meticulous records, and optimizing assignment processes
  - Ensuring rigorous and timely grading of assignments, mid-terms, papers and final examinations
  - Maximizing student support through proactive weekly office hour meetings
  - Guiding and supporting student's group projects and discussions while providing insightful and constructive feedback on assignments
  - Strategically managing course communications and efficiently handling the distribution of course materials through Canvas
- 05/2023-05/2023* **Research Assistant (Dr. Katie Siek Lab)**  
**Indiana University Bloomington** **Bloomington, IN**
- Conducted extensive literature searches to identify relevant qualitative studies, articles, and publications for systematic review project.
  - Applied predefined inclusion and exclusion criteria to screen and select studies for inclusion in the review, ensuring a rigorous and systematic approach.
  - Summarized and synthesized qualitative data to identify patterns, themes, and trends across the selected studies
  - Contributed to the development of several manuscripts, presenting the findings of the systematic qualitative review.
- 06/2019-8/2020* **User Experience Researcher**  
**Genentech Inc** **South San Francisco, CA**
- Performed extensive User Experience (UX) research on digital health tools for three therapeutic areas to enhance the patient experience during their patient journey and help revolutionize clinical trials research.
  - Created the first resource on UX to provide a comprehensive framework for assessing digital health apps before the acquisition.
  - Developed patient engagement strategies for oncology patients to enable personalization & data collection at every stage of the patient journey.
  - Created and maintained comprehensive project documentation for the team to ensure that projects are delivered on time and within the scope.
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- Developed patient engagement strategies for oncology patients to enable personalization & data collection at every stage of the patient journey.
- Created and maintained comprehensive project documentation for the team to ensure that projects are delivered on time and within the scope.

*6/2018-8/2018* **Graduate Student Consultant/Health & Benefits Intern**  
**Willis Towers Watson** **San Francisco, CA**

- Analyzed costs for 6 selected healthcare services in California to help over 10 clients negotiate lowered costs with their contracted providers.
- Designed and recommended strategies to over 10 large and midsize technology companies on how they can support their employees with cancer.
- Performed bench marking analysis for several technology firms, drawing insights and making recommendations on how to attract and retain top talent in the tech industry, using health and other benefits.

*11/2015-12/2016* **African Markets Research Lead**  
**ConnectMed(mDaktari) – Acquired by Merck Co. Remote/South Africa**

- Conducted market research to determine the receptiveness of telemedicine services in Nigeria and Kenya. Recommendation on expansion to Kenya while deferring expansion to Nigeria was later adopted by executive management.
- Initiated and developed ConnectMed’s first business plan which was presented at Venture competitions. Company representative for MIT100K challenge and finished as one of the top 50 semi-finalists at 2016 MIT 100K Venture competition.

*08/2014-07/2017* **Pulmonary Technologist,Pulmonary and Critical Care Unit**  
**General Hospital** **Boston, MA**

- Performed lung function tests (avg. 11 patients/day), generated data for physicians to better assess lung functions in patients with lung diseases.
- Managed 6 administrative staff to ensure smooth patient workflow and proper documentation on Electronic Health Record.
- Twice received, awards of excellence for outstanding work ethics and performance.

*06/2014-03/2017* **Lead Content Editor and Partnerships Manager**  
**Opportunity Desk, Nigeria** **Remote**

- Pioneered the initiation of strategic partnerships and successfully executed and managed partnerships with 4 organizations. Managed platform content and successfully boosted social media reach by 5x in 14 months.
- Initiated, implemented and supervised two programs: (i) Mentorship Program (ii) Internship Program.
- Awarded and recognized as a Young African Youth in Public Service by the Massachusetts State Senate African Youth Excellence.

## Invited Talks/ Presentations

- May 2024 **CHI 2024 Conference- Doctoral Consortium presentation** for publication titled: **Ibrahim, Zaidat**. Expanding Personal Informatics: Menstruation and Pregnancy Healthcare Journey For Practising Muslim Women. In *Extended Abstracts of the 2023 CHI Conference on Human Factors in Computing Systems*. Association for Computing Machinery, New York, NY, USA, 2024. ISBN 979-8-4007-0331-7/24/05
- May 2024 **CHI 2024 Conference- Case Study Presentation** for publication titled: **Ibrahim, Zaidat**, Pegah Karimi, Aqueasha Martin-Hammond, Harrington Christina, and Katie Siek. What Do We Do? Lessons Learned from Conducting Systematic Reviews to Improve HCI Dissemination. Association for Computing Machinery, 2024
- May 2024 **CHI 2024 Conference- Research Paper Presentation** for publication titled: **Ibrahim, Zaidat**, Caldeira Clara, and Chung Chia-Fang. Supporting Experiential Learning in People with Gestational Diabetes Mellitus. Association for Computing Machinery, 2024
- May 2024 **CHI 2024 Conference- Research Paper Presentation** for publication titled: **Ibrahim, Zaidat**, Novia Nurain, and James Clawson. Tracking During Ramadan: Examining the Intersection of Menstrual and Religious Tracking Practices Among Muslim Women in the United States. Association for Computing Machinery, 2024
- May 2024 **CHI 2024 Conference- Research Paper Presentation** for publication titled: **Ibrahim, Zaidat**, Novia Nurain, Pallavi Ponchor, and James Clawson. Islamically, I am not on my period”: A Study of Menstrual Tracking in Muslim Women in the US. In *Proceedings of the 2024 CHI Conference on Human Factors in Computing Systems*. Association for Computing Machinery, New York, NY, USA, 2024
- May 2024 **CHI 2022 Conference- Workshop Paper Presentation** for publication titled: **Zaidat Ibrahim** and Dr. James Clawson. Reflections on Considerations For Research Within Muslim Women Population. In *Workshop on Integrating Faith, Religion and Spirituality in HCI*. CHI 2022: The ACM CHI Conference On Human Factors in Computing Systems., 2022
- September 2023 Presentations @ Future of Pandemic Prevention and Response CCC Workshop 2023, February 2024
- April 2023 **CHI 2023 Conference- Workshop Paper Presentation** for publication titled: **Zaidat Ibrahim** and Dr. Katie Siek. Investigating Identity in Reproductive Health and HCI: A Systematic Review. In *WISH Symposium @ CHI*. CHI 2023: The ACM CHI Conference On Human Factors in Computing Systems., 2023
- April 2023 **CHI 2023 Conference- Workshop Paper Presentation** for publication titled: **Zaidat Ibrahim** and Dr. James Clawson. Conceptual Investigation of Values in Pregnancy Healthcare Journey Research. In *WISH Symposium @ CHI*. CHI 2023: The ACM CHI Conference On Human Factors in Computing Systems., 2023
- March 2021 Success Waymarks Foundation - *Tips For Preparing For Scholarship Applications, Scholarships Awareness Forum*
- March 2021 EducationUSA Abuja - *Perspectives on attending All-Women’s College*

## Skills

### *Research Methods*

User Studies, Interviewing, Inductive and Deductive Qualitative Coding, Think-Aloud Method, Literature Review, Diary Study, Co-design, Survey

*Technical Skills* Python, HTML, Arduino

*Design Skills* Experience Mapping, Storyboards, Personas, Wireframing, Usability Testing

*Tools* Flowmapp, Adobe XD, Miro, TinkerCard

*Languages* English, German

## Honors and Awards

2024	IU Graduate & Professional Student Government (GPSG) Travel Award (Value:\$500)
2023	ACM-W Travel Award Scholarship (Value:\$1,200)
2022	Jose Blakeley Ph.D. Summer Research Award (Value:\$4,400)
2021 & 2022	CRA-WP Grad cohort IDEALS Participant
2021 & 2022	CRA-WP Grad cohort for Women Participant
2021 & 2022	Grace Hopper Conference Student Scholarship
2017–2019	MasterCard Foundation Scholarship (Value: \$140,000 total)
2017	Division of Pulmonary and Critical Care Medicine (DPCCM) Citizenship Award (Value:\$1500 total)
2016	Young African Youth in Public Service -2016 Pursuer
2014	Young Person Of The Month (YPOM) December 2014
2011	Merill Prize

## Teaching

<i>Spring 2024</i>	Info-I202 Assistant Instructor <b>Social Informatics</b> Indiana University undergraduate Course	40 students
<i>Fall 2023</i>	Info-I549 Assistant Instructor For <b>Advanced Prototyping</b> Indiana University graduate Course	12 students
<i>Fall 2023</i>	Info-I400 Assistant Instructor For <b>Mobile HCI Design</b> Indiana University Undergraduate Course	19 students
<i>Fall 2022</i>	Info-I542 Assistant Instructor For <b>Foundations of HCI &amp; design</b> Indiana University graduate Course	40 students
<i>Spring 2022</i>	Info-I300 Assistant Instructor For <b>Introduction to HCI &amp; design</b> Indiana University Undergraduate Course	40 students
<i>Fall 2021</i>	Info-I549 Assistant Instructor For <b>Advanced Prototyping</b> Indiana University graduate Course	20 students

<i>Fall 2021</i>	Info-I400 Assistant Instructor For <b>Mobile HCI Design</b> Indiana University Undergraduate Course	18 students
<i>Summer 2021</i>	Info-I301 Assistant Instructor For <b>Presentations For IT Professionals</b> Indiana University Undergraduate Course	17 students
<i>Spring 2021</i>	Info-I301 Assistant Instructor For <b>Presentations For IT Professionals</b> Indiana University Undergraduate Course	40 students

#### **Certifications**

<i>October 2020</i>	CITI Program/Human Subject Research	IU Health/Indiana University
<i>April 2020</i>	IBM Data Science Professional Certificate	Coursera
<i>August 2019</i>	User Experience Certificate	Udemy

#### **Professional Memberships**

<i>2021-present</i>	ACM (Association of Computing Machinery) Student Member
<i>2021-present</i>	AnitaB.org Member

#### **Professional and Academic Services**

<i>2023- Present</i>	Alumni Volunteer- UC Berkeley (Cal) Alumni Association
<i>2022-Present</i>	Mentor for Emerging Scholars Research Program at IU's Center of Excellence for Women in Technology
<i>2022-Present</i>	Peer Reviewer for CHI and paper submissions
<i>2022</i>	Student Volunteer 2022 CHI - The ACM Conference on Human Factors in Computing Systems (CHI)
<i>2021-23</i>	Alumni Volunteer/Host for UC Berkeley School of Public Health Student-Alumni Fire-side Chats
<i>2021</i>	Student Volunteer 2021 CSCW - 24th ACM Conference on Computer-Supported Co-operative Work and Social Computing
<i>2020-21</i>	Travel Awards Committee Member — IU GPSG (Graduate and Professional Student Government)
<i>2020-21</i>	ProHealth group calendar and events manager
<i>2020-21</i>	Research mentor for undergraduate students in the Health Journeys lab
<i>2018-19</i>	Mentor Get-into-Grad School Program @ UC Berkeley for undergraduates interested in pursuing STEM careers

## **Leadership Experiences**

- 2018-2019* Co-chair - 5th Annual University of California, Berkeley Haas Africa Business Forum
- 2017-2019* Chair - MasterCard Foundation Scholar Committee, University of California, Berkeley
- 2018-2019* Mentor - Get-into-Graduate School(GiGS) Program, University of California, Berkeley
- 2018-2019* Resident Council Member - International House Berkeley, University of California, Berkeley
- 2017-2018* Health Panel Committee Lead - 4th Annual University of California, Berkeley Haas Africa Business Forum