

**ALYSSA CARLSON ROSENZWEIG**  
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## **RESEARCH INTERESTS**

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- Technologies supporting families and individuals in the self-treatment and coping with chronic health conditions such as type 1 diabetes, autism and visual impairments

## **EDUCATION**

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### **University of Toronto, Faculty of Arts & Science**

M.Sc. in Computer Science

Toronto, Canada  
Sep 2009 – Present

- Advisor: Dr. Khai Truong
- Thesis: *An Empirical Study of Pediatric Type 1 Diabetes Management*

### **University of Pennsylvania, School of Engineering and Applied Science**

B.A.S. in Computer and Cognitive Science  
Minor in Mathematics

Philadelphia, USA  
May 2009

- Latin Honors: *Cum Laude*
- 2008-2009 Dean's List for annual GPA above 3.7
- Senior Capstone: *myFroid.com: A Usability Analysis Based on Cognitive Psychology Concepts*

### **University of Pennsylvania, College of Arts and Sciences**

B.A. in Psychology  
Spanish language certification

Philadelphia, USA  
May 2009

- Latin Honors: *Cum Laude*
- 2008-2009 Dean's List for annual GPA above 3.7

### **St. Louis University**

International studies in Spanish culture, history, literature, music and language

Madrid, Spain  
Spring 2008

## **RESEARCH EXPERIENCE**

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### **University of Toronto**

Graduate Research Assistant

Toronto, Canada  
Summer 2009

- Designed and conducted user study for iPhone application to assist the visually impaired in making mental maps.
- Developed and analyzed mobile device survey for Nokia-U.Washington task-centered battery interface project.

### **University of California, Santa Cruz**

National Science Foundation Summer Undergraduate Research Fellow in Information Technology

Santa Cruz, USA  
Summer 2008

- Created Google Maps application for visually impaired using sound to convey street information.

### **Illinois Institute of Technology, Engineering Center for Diabetes Research**

National Science Foundation's Research Experience for Undergraduates Fellow

Chicago, USA  
Summer 2007

- Redesigned energy balance web application to improve usability and presentation of USDA food and activity research.

### **University of Pennsylvania, Positive Psychology Center**

Research Assistant

Philadelphia, USA  
Fall 2006

- Coordinated study interview sessions for the Apex Project, a depression prevention program for college freshmen.

## **PUBLICATIONS**

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- Truong, K., Kientz, J., Sohn, T., Rosenzweig, A., and Fonville, A.: *TCBI: The Design and Evaluation of a Task-Centered Battery Interface*. In the Proceedings of UbiComp 2010, Copenhagen, Denmark, Sept. 2010.
- Su, J., Rosenzweig A., Truong, K., Goel, A., and de Lara, E.: *Timbremap: Enabling the visually-impaired to use maps on touch-enabled devices*. In the Proceedings of MobileHCI 2010, Lisbon, Portugal, Sept. 2010.
- Eren-Oruklu M., Rosenzweig A., Singh M, Lin Z, and Cinar A.: *FoodFit: a web application to illustrate healthier food and physical activity choices*, Annual Diabetes Technology Meeting, Bethesda, Maryland, Nov. 2008, A52.

## **TEACHING EXPERIENCE**

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**University of Toronto, Faculty of Arts & Science**

Toronto, Canada

- Teaching Assistant, CSC104: The Why and How of Computing (Fall 2009, Winter 2010)

## **PROFESSIONAL EXPERIENCE**

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**Schoenberg Center for Electronic Text and Image**

Philadelphia, USA

Web Design Assistant

Spring 2007 – Spring 2009

- Design and implement web interfaces to showcase digitized University rare book and manuscript collections.

**The Daily Pennsylvanian**

Philadelphia, USA

DailyPennsylvanian.com Editor-In-Chief

January 2006 - January 2007

- Launched and designed new site with staff collaboration; recruited and managed paper's first Web department.

**Entertainment Publications, Inc.**

Detroit, USA

Merchant Marketing Intern

Summer and Winter 2006

- Developed efficient system in Access and Excel to automate monthly analysis of thousands of merchant offers by converting them into a visual, comparable format to guide company strategies.

## **AWARDS AND HONORS**

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- Grace Hopper Celebration of Women in Computing Scholarship (2010)
- National Science Foundation (NSF) Graduate Research Fellow (2010-2015)
- Computing Research Association for Women (CRA-W) Grad Cohort (2010)
- Google *Lime Scholar* (2010-2011)
- University of Toronto *Wolfond Scholarship in Wireless Information Technology* (2009-2010)
- The Wharton School of Business Statistics Department *David K. Hildebrand* prize (Spring 2007)
- Girl Scouts of America *Gold Award*, scouting's highest honor, for leadership and community service (Spring 2005)
- Birmingham Seaholm High School *Valedictorian* (May 2005)

## **PRESENTATIONS**

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- Rosenzweig, A., Rosenzweig, J., and Schwanda, V. *Barbie has a Pink Laptop: Redefining How the World Views a Computer Scientist*. Discussion leader at Grace Hopper Celebration for Women in Computing. Atlanta, Georgia, Sep. 2010.
- Rosenzweig, A., Eren-Oruklu, M., Singh, M., and Cinar, A. *FoodFit: A Web Application to Illustrate Healthier Food and Physical Activity Choices*. Biomedical Engineering Society Undergraduate Poster Session, Los Angeles, California, Sep. 2007.

## **SERVICE**

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- Student volunteer, *CHI 2010*, Atlanta, Georgia
- Student volunteer, *Gr8 Designs for Gr8 Girls*, April 2010
- Alumni representative, *Secondary School Committee*, University of Pennsylvania, Spring 2010
- Presenter, *Research in Action*, University of Toronto, November 2009
- Student volunteer, *Gr8 Designs for Gr8 Girls*, November 2009
- Student volunteer, *UbiComp 2009*, Orlando, Florida
- Secretary, Kiwanis International *Circle K* Community Service Club, University of Pennsylvania, 2006- 2009