iman.one
linkedin.com/in/oneweb/

Iman YeckehZaare

www.si.umich.edu/people/iman-yeckehzaare
4340 NorthQuad, 105 S. State St., Ann Arbor, MI 48109 (734) 556-5922 oneweb@umich.edu

PROFILE

Ph.D. in Information student with strong technical & analytical skills seeking a UX Research Internship.

PROGRAMMING

BACK-END

Python (Django)
PHP (Laravel)
Visual C++
Java
C# .Net

SQL Server
MySQL

FRONT-END

HTML (5)
CSS (3)
SVG
JS & JQuery
TypeScript
AngularJS 2.0
XML & JSON
AJAX

USER EXERIENCE

Experimental Design
Design Research
A/B testing
Participatory Design
Regression Analysis
Hypothesis Testing
Ethnography
Field Experiment
Time series analysis
Data Visualization
Usability studies
Surveys & Interviews
Personas & Scenarios
Heuristic Evaluation
Contextual Inquiry

SOFTWARE

DESIGN

Balsamiq
Axure
Inkscape
GIMP
Photoshop
Illustrator
InDesign
Microsoft Visio

ANALYSIS

R & Matlab
Stata
NumPy+SciPy
Pandas
Gephi

CS SKILLS

Software Eng. & SaaS
Algorithms & Data-St.
Database Design
Data Mining & NLP
Recommender Sys.
AI & ANN
Network Analysis

Education

University of Michigan School of Information • Ann Arbor, MI

Ph.D. in Information, advised by: Professor Yan Chen — Expected: Aug 2019

University of Michigan School of Information • Ann Arbor, MI

Master of Science in Information — Dec 2014
Specialized in Human-Computer Interaction (HCI)
Specialized in Information Economics for Management (IEM)
Honors: SXSW 2014 Business Startup Challenge • Austin, TX
Weather Underground Startup Trek 2014 • San Francisco, CA
UMSI Startup Trek 2013 • New York, NY
U-Entrepreneurship Member

Iran University of Science and Technology • Tehran, IR

Bachelor of Engineering in Information Technology, First-Class Honors — Jul 2011
Honors: Recognized by dean for leadership in Scientific Association

University of Science and Culture • Tehran, IR

Bachelor of Engineering in Computer Engineering, First-Class Honors — Feb 2010

Work Experience

1Knol: A New Generation of Wikis *(**Founder, PI, Inventor**)* — Dec 2005 – Present

- **UX research on Wikipedia and StackExchange**: conducted Surveys & Interviews to identify Norms, Goals, Roles, Incentives & Rewards, Conflicts, Representation of Self & Others (Reputation), Representation of Activities (Signs of Life & Activity Stream), Social Regulations (Norm Violation) and criticisms of Wikipedia (Rigidity & Bureaucracy, Vandalism, Edit war, Misuse, Lack of Formal Reputations; Reader disorientation & Cognitive overhead).
- **Findings:** StackExchange provides incentives to contribute high quality answers, though no mechanism provided to learn topics. Wikipedia provides incentives for Wikipedians, though non-members have difficulty to learn the norms and leave after the first reverted edit. Wikipedia provides a learning structure within articles, but not between them.
- **Solution**: crowd-sourced incentive-oriented system to classify, organize, & create knowledge.
- **Design Process**: Concept maps visualize knowledge and improve learning, assessment, creativity, & critical thinking. Concept map based learners are being interviewed to discover helpful design practices and apply them in the system's collaboration & search UI.
- **Patent**: Collaborative Web Content Management & representation System (Provisional).
- **Michigan Collegiate Innovation Prize 2013** *(**PI**)* — Oct 2013 – Jan 2014
  Generated Business Model Canvas, Revenue Model & Customer Discovery (Semi-Finalist).

U of M IT Security • Ann Arbor, MI *(**Website Designer & Developer**)* — Nov 2015 – Present

Designed & implemented in Django. (Phishing.us-east-1.elasticbeanstalk.com)
For a panel study of user vulnerability to phishing attacks, more in the next page, I developed three online modules: pre-test, training, & economics online games. Used by 2,000 B&F staff.

the Carr Center • Detroit, MI *(**UX Designer & Developer**)* — Aug 2013 – Sep 2014

Conducted interviews and found issues with scheduling events, unsynchronized calendars, and multiple pages on the website. **Solution**: used Google Calendar API and synchronized it with a unified database. Then redesigned & implemented the website.

ProQuest • Ann Arbor, MI *(Internship, **Data Scientist**)* — Aug 2013 – Sep 2013

Presented Machine Learning, Text Classification, and Recommender Systems tutorials.

Michigan I-Corps • Ann Arbor, MI *(Internship, **Entrepreneurial Leader**)* Jul 2013 – Sep 2013

Generated a Business Model Canvas, and participated in Customer Discovery.

Law Library • MI *(**UX Researcher,** **Contextual Inquiry**)* — Sep 2012 – Dec 2012

Interviews, models of communication flow & affinity diagram, made recommendations.

Languages

Persian (native) English (fluent) Azerbaijani (fluent) French (basic) Arabic (basic)

iman.one
linkedin.com/in/oneweb/

Iman YeckehZaare Research Projects

4340 NorthQuad, 105 S. State St., Ann Arbor, MI 48109 (734) 556-5922 oneweb@umich.edu

University of Michigan School of Information • Ann Arbor, MI Sep 2012 – Present

ExpertIdeas: Incentivizing Domain Experts to Contribute to Wikipedia (Pre-candidacy Paper)

Through randomized field experiments, we investigate how to incentivize domain experts to contribute to Wikipedia. **Findings**: 1) Invitations from other experts in the same domain are more likely to get positive response.

2) Economists contribute more to Wikipedia articles related to their recent publications or those popular among experts.

3) Making contributions identifiable significantly increases the amount of contribution.

4) Economists contribute more to articles with less popularity among readers when they are not aware of this popularity.

- Interviewed researchers, conducted usability testing, & developed crawlers to retrieve data from Google, Wikipedia & RePEc.
- Developed an administrative web application in Django on AWS, which provides subjects' local time estimation, email tracking, dynamic reporting, data visualization, and implemented a Wikipedia Bot to post comments on article Talk pages.
- Analyzed the results, and authored my pre-candidacy paper about the field experiment.

Real or bogus: Predicting susceptibility to phishing with economic experiments (Submitted to JESA)

A lab-in-the-field experiment to demonstrate how individual behavior predicts ability to identify phishing attempts. 2,000 business and finance staff at the University of Michigan participated in this online experiment. We find that participants who are intolerant of risk, more curious, and less trusting commit significantly more false positive errors in an information security quiz. We also replicate prior results on demographics, including age, gender, and education level. Our results suggest that behavioral characteristics such as risk attitude (Holt-Laury's Lottery & Eckel-Grossman's Gamble), curiosity, and trust (Berg-Dickhaut-McCabe's Trust game) can be used to predict individual ability to identify phishing interfaces.

Dynamic Contest Design for Crowdsourcing

The experiment utilizes a 3×3 factorial design to investigate the effects of information and uncertainty on user behavior in a contest. One factor concerns information disclosure about the progress of competitors, whereas the other concerns the uncertainty about the feasibility of the problem being solved. Using lab experiments, we distribute a classification task (the Knapsack problem) to groups of homogeneous subjects, controlling for the type of tournament each subject participates in.

Impacts of Wikiprojects Membership on Individuals' Contribution to Wikipedia

We collected the complete editing history of top 9,000 registered editors. The causal relationship is inferred by the method of matching, which compares the editing behavior of treated editors, members of at least one WikiProject, with non-members who have similar characteristics. We invoke the assumption of selection on observables by the fact that a typical user's exposure to a WikiProject depends on the duration of membership and the amount of contribution to articles under the Wikiproject. Because editors' selection into WikiProject is susceptible to transitory shock, we use difference-in-difference estimator to single out the temporally invariant differences between treated and untreated editors.

Leaderboard design and learning technology adoption: A field experiment on eCoach

This field experiment investigates leader-board design strategies to maximize total effort on participating to exam preparation tools in student group settings. We particularly focus on the arrangement of groups based on academic achievements and representation of groups in leader-boards. For this purpose, we leverage a 3×3 factorial design to study the effects of being exposed to measurements of ranking in an individual versus group settings.

BALANCE: Enhancing Diversity in News & Opinion Aggregators

Collaborator: Paul Resnick Nov 2012 – Feb 2013

Analyzed Name Entity Recognizers & Wikifiers to extract entities to find different aspects in news articles.

Iran University of Science and Technology • Tehran, IR Jul 2009 – Feb 2011

Dissertation: A New Approach for Density-Based Clustering May 2011

Designed & implemented to measure density levels, visualize them & predicts the clusters.

Other Research Projects: Jun 2009 – Jul 2011

- **KDD CUP 2011** - Ranking: 55 / 1878 rivals. (RMSE: 24.03% / best RMSE: 21.01%) Designed & implemented novel User-based & Item-based Collaborative Filtering algorithms, & applied a Cascade Feed-forward Neural Network to merge the results.
- Analyzed **chatbots**: Alice & Jabberwacky, yielded a Persian bot using CBR (Case-based Reasoning) & AIML.

University of Science and Culture • Tehran, IR Jul 2007 - Feb 2010

Dissertation: A New Approach for Skeletonization of Handwritten Images

Designed, implemented & compared other methods, showing novel time & accuracy results.