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Iman YeckehZaare

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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
Ruby on Rails

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
Usability testing
Surveys & Interviews
Personas & Scenarios
Heuristic Evaluation
Contextual Inquiry
Paper Prototyping
Wireframing

SOFTWARE

DESIGN

Justinmind
Balsamiq
Axure
Inkscape
GIMP
Photoshop
Illustrator
InDesign
Microsoft Visio

ANALYSIS

Stata
R
NumPy+SciPy
Pandas
Matlab
Gephi
Guess

CS SKILLS

Web Content Mngmt.
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
Doctor of Philosophy (Ph.D.) in Information — 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)

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Iman YeckehZaare Research Projects

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

ExpertIdeas: Incentivizing Domain Experts to Contribute to Wikipedia

Collaborators: Yan Chen, Rosta Farzan, Robert Kraut, Ark Fangzhou Zhang Mar 2014 – Present

By conducting randomized field experiments, using a 3×2 factorial design, we investigate the incentives that might motivate scholars to contribute to Wikipedia. We explore the impact of social amplifier on the private benefit from contributing to the public good. When an expert edits a Wikipedia article relevant to her research, the private benefit is multiplied by the number of people who view that article. To measure the effect of the social amplifier, we introduce exogenous variations on the number of times the recommended Wikipedia articles have been viewed over the past month. For this purpose, we deliver different versions of an email message inviting researchers world-wide to contribute to Wikipedia.

- 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.
- Developed crawlers to retrieve data from Google Scholar, Wikipedia, and RePEc.
- Conducted usability testing and interviewed researchers, and redesigned the study website accordingly.
- Doing data analysis, and authoring my pre-candidacy proposal about the field experiment.

Impacts of Wikiprojects Membership on Individuals' Contribution to Wikipedia

Collaborators: Yan Chen, Ark Fangzhou Zhang Oct 2015 – Present

In order to evaluate this impact, we collected the complete editing history of 9,000 registered top editors and the number of characters in each entry. 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, such as lifetime at Wikipedia and editing activeness before the focal week. 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.

A Panel Study of User Vulnerability to Phishing Attacks

Collaborators: Yan Chen, Ark Fangzhou Zhang Nov 2015 – Jan 2017

Using panel data from survey and incentivized economic experiments over multiple years, we built an econometric model to predict user vulnerability to phishing attacks. Multi-year repeated measurements over a diverse and yet stable sample enabled us to evaluate the effectiveness of IT security education programs and to investigate human learning and retention in the IT security domain. For this purpose, we developed Holt-Laury's Lottery and Eckel-Grossman's Gamble to measure subjects' risk preferences, Berg-Dickhaut-McCabe's Trust game, and an innovative game to measure curiosity. Most of these games have long instructions and one of my objectives was to make them easy to understand through a user-centric design.

Dynamic Contest Design for Crowdsourcing

Collaborators: Yan Chen, Mohamed Mostagir Nov 2015 – Present

Our study will empirically explore how human behavior changes with varying incentive structures in the form of contests for leaderboard recognition. Using lab experiments, we will distribute a classification task (the Knapsack game) to a group of subjects, controlling for the type of tournament each subject participates in. The contests will vary with regard to the exact payment scheme used and the number of leaderboard slots allocated to participants. We will then capture a measure of effort each person has exerted in order to find the correlation between effort expenditure and contest.

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.