



# MENGYAO ZHAO

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## RESEARCH INTERESTS

Human-Computer Interaction: Aesthetic Experience, Heritage Study, Design Methods

## EDUCATION

- PRESENT** Master in HCI/d, School of Informatics and Computing, Indiana University Bloomington  
**USA** GPA: 3.72/4.00 (first year)  
Course Work:  
Interaction Design Practice, Visual Literacy in HCI, Foundations of HCI, Experience Design, Interaction Design Methods, Meaning and Form in HCI, HCI Design Theory, Advanced Prototyping, Graphic Design, Interaction Culture  
Activities:  
Member of ACM  
Member of IxDA Bloomington  
CSCW2012 Student Volunteer, Seattle
- 2007–2011** B.S. in Digital Media Art, School of Information and Communication Engineering, Beijing University of Posts and Telecommunications (BUPT)  
**CHINA** GPA: 3.33/4.00; 3.61/4.00 (major)  
Activities:  
Member of Excellent Student Leader Affiliation: Yanxiang Youth League, BUPT  
Member of College Debate Team, BUPT  
Minister of College Student Association Literature and Arts Department, BUPT

## RESEARCH & PROFESSIONAL EXPERIENCE

- 05.2012–PRESENT** RESEARCH ASSISTANT, HCI/d, IUB  
**USA** 05.2012–09.2012 FASHION IN SUSTAINABLE HCI  
Student Advisor: Yue Pan, Ph.D. candidate in HCI/d, IUB  
Project Advisor: Eli Blevis, Associate Professor, HCI/d, IUB  
This project is about making design fashionable to persuade people to use and treasure and to help with sustainability issues. I collected and analyzed design exemplars, did literature reviews, synthesized with first-hand interview data, and participated in developing design patterns.
- 10.2012–PRESENT** DESIGN METHODS NSF PROJECT  
Advisor: Marty Siegel, Erik Stolterman, Professor, HCI/d, IUB  
This is a three-year design methods project. We are interviewing design practitioners and analyzing the nature and role of their design methods. I am analyzing the interview notes now, which will help to come up with insights that can contribute to HCI design theory and design heuristic education.

05. 2012-08. 2012  
USA  
USER EXPERIENCE DESIGNER INTERN, Processing eXperience Architecture (PXA) Team, UITS, IUB  
Designed for the new IU student system;  
Generated solutions to online system presentation issues;  
Developed wireframes;  
Assisted in recruiting activities for focus groups and design critiques.
08. 2010-05. 2011  
CHINA  
INTERACTION DESIGNER, Nokia & Mobile Life and New Media Lab, BUPT  
Redesigned the information architecture for a mobile microblog application for Nokia phone;  
Designed the user interface;  
Assisted in conducting user test and design critiques;  
Coauthored a Social Network Survey Paper.
10. 2009-01. 2010  
CHINA  
RESEARCH ASSISTANT, National Cyber-sociology Project Group, BUPT  
Proposed to study Sina Weibo as an exemplar of web2.0 communications;  
Collected, organized and analyzed user comments from Sina Weibo;  
Composed a 7000-word analysis essay.
08. 2008-09. 2008  
CHINA  
MULTIMEDIA INTERN, Henan Province TV Station  
Worked in Nonlinear Editing department.

## SELECTED PROJECTS

09. 2012-PRESENT  
USA  
AESTHETIC EXPERIENCE STUDY IN CHINESE POTTERY AND HCI  
Advisor: Shaowen Bardzell, Associate Professor, HCI/d, IUB  
This is an independent research project which will contribute to my capstone. It's about studying aesthetic experience in Chinese pottery and relate it to interaction design in terms of how craftsman deliver their aesthetic tastes through cultural, emotional, valuable and spiritual assets and how connoisseurs receive the information.
10. 2012-PRESENT  
USA  
OPENART APPLICATION FOR IU ARTS MUSEUM  
This project is aiming at providing people with a better self-visit experience of museums with our OpenArt mobile application. IU Arts Museum is our first client and we are designing specifically for them currently.
03. 2012  
USA  
WORKBOOK FOR TEA  
The design problem is around heritage and interaction design. Our design concepts are around the topic of "Chinese Tea and Tea Ceremony". The goal for the workbook is to show the exploration process of how interaction designers can help to preserve Chinese tea culture.
11. 2011  
USA  
CHI2012 DESIGN COMPETITION: WATCH THE TABLE: A SYSTEM TO ENHANCE THE EATING EXPERIENCE OF BLIND PEOPLE  
This project is aiming at the design problem from CHI2012 design competition: Space, Place, Threshold: Considering the Experience of Home from Within and Without. Enhancing blind people's eating experience is our restated design core. Our design is about a smart food mat using clock recognition system. Blind people can define areas on the mat through a "watch", in which way a better communication can be built between blind people and people who will serve them when eating outside.

04. 2010 ADVERTISEMENT COMPETITION OF 17TH BEIJING COLLEGE STUDENT FILM FESTIVAL: BAPTISM  
 CHINA Participated in our 9-person team to create a 3D animation advertisement for Thinkpad EDGE;  
 Acted as one of the creative and render artists;  
 Won the Best Visual Effects Award and the Best Creative Award as a team.

## PUBLICATIONS

- 2011 Inn, S., Alvarez, G., Huang, M. and Zhao, M.. Watch the Table: A System to Enhance the Eating Experiences  
 UNDER REVIEW of Blind People.
- 2012 Zhao, M.. Seek It or Let It Come: How Designers Obtain Inspirations. (submitted to CHI'13 SRC)  
 UNDER REVIEW

## HONORS

- 2011-2013 Informatics Graduate Student Scholarship, IUB
- 2011 Best Visual Effects Award, 17th Beijing College Student Film Festival, China  
 Best Creative Award, 17th Beijing College Student Film Festival, China
- 2010 2009-2010 Comprehensive Quality Scholarship, BUPT
- 2008 2007-2008 Comprehensive Quality Scholarship, BUPT  
 Excellent Student Leader Award, BUPT
- 2007 National Chinese Zither Top Level Certificate, China

## SKILLS

- LANGUAGE Mandarin (native), English (fluent)
- DESIGN METHODS Ideation, Persona, Photography, Prototyping, Scenario, Sketching, Storyboard
- RESEARCH METHODS Affinity Diagram, Card Sorting, Culture Probes, Diary Study, Ethnography, Focus Group, Interview, Observation, Survey, Usability Testing
- PROTOTYPING Arduino, Embodied Prototyping, Paper Prototyping, Rapid Prototyping, Video Prototyping, Wireframe, Wizard of OZ
- TOOLS 3Ds Max, Adobe After Effects, Axure, Balsamiq, Dreamweaver, Illustrator, InDesign, Photoshop, Premiere
- TECHNIQUES C, CSS, HTML, Java, Javascript

## REFERENCE

SHAOWEN BARDZELL  
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 School of Informatics & Computing  
 Indiana University Bloomington

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