MENGYAO ZHAO

Department of Informatics mengyao.zhao@uci.edu
University of California, Irvine www.mengyaozhao.com
Irvine, CA 92617

HIGHLIGHTS AND SKILLS

- 3+ years of experience in leading and conducting user research
- 5+ years of experience in UX design
- 1+ year of experience in iOS application development
- Proficient in qualitative research through ethnographic observations, interviews, surveys
- Proficient in qualitative data analysis using affinity diagramming, grounded theory
- Knowledgable in designing and conducting quantitative lab experiment
- Basic knowledge in statistical data analysis
- Proficient of design skills including sketching, storyboarding, creating persona, developing mockups, prototyping, usability testing, creating design specifications, etc.
- Proficient in Adobe Creative Suite, Axure, Balsamiq, CSS, HTML, Responsive Web Design, Sketch3
- Proficient in verbal and written presentation skills

EDUCATION

Ph.D. candidate, Informatics | 2013 - PRESENT
University of California Irvine, Irvine, CA, USA
Advisor: David Redmiles
Research Areas: Distributed Collaboration, Team Trust, Art-Mediated Self-Expression, HCI, CSCW

M.S., HCI/d | 2011 - 2013
Indiana University Bloomington, Bloomington, IN, USA
Thesis: "Cultural heritage value, crafts quality and aesthetic experience: a study on Chinese porcelain and interaction design."

B.S., Digital Media Art | 2007 - 2011
Beijing University of Posts and Telecommunications, Beijing, China

PROFESSIONAL EXPERIENCE

UX RESEARCH INTERN, GOOGLE, USA | 06. 2016 - 09. 2016
Worked in Google Analytics team as a User Experience Researcher;
Designed and led two independent user studies around Google Analytics core products;
Conducted remote, qualitative, semi-structured interview studies with Google users;
Analyzed data to come up with UX issues, design recommendations and guidelines for product teams;
Collaborated with researchers, designers and PM.

UX DESIGN INTERN, EXPERIENCE DESIGN GROUP (EDG), XEROX, USA | 06. 2015 - 09. 2015
Redesigned the information architecture and user interface of a production printing system;
Applied the latest generation of Xerox Corporation Brand and Appearance Style Guidelines;
Developed hi-fidelity mockups with Photoshop and interactive prototypes with Axure;
Created detailed design specifications to communicate high levels of design details to developers
(including foreign/offshore teams at Fuji Xerox in Japan).

TEACHING ASSISTANT, UCI, USA | 09. 2014 - PRESENT
Assist teaching undergraduate-level courses in the department of Informatics:
Informatics 121 - Software Design I; Informatics 113 - Requirements Analysis and Engineering;
Informatics 143 - Information Visualization; Informatics 161 - Social Analysis of Computerization;
Informatics 151 - Project Management; Informatics 148 - Projects in Ubiquitous Computing

RESEARCH ASSISTANT, UCI, USA | 09. 2013 - PRESENT
Work with professors on a variety of HCI research projects;
Design research questions, studies and lead research activities including participants recruitment,
interviews, observations, and qualitative data analysis.

RESEARCH ASSISTANT, IUB, USA | 11.2012 - 05.2013
Worked on a variety of design research projects;
Explored design problems through interviews, observations, and qualitative data analysis.

UX DESIGN INTERN, INDIANA UNIVERSITY, BLOOMINGTON, USA | 05. 2012 - 08. 2012
Redesigned the information architecture of a student portal system;
Generated solutions to online system presentation issues;
Developed wireframes.

INTERACTION DESIGNER, NOKIA & MINE LAB, BEIJING, CHINA | 08. 2010 - 05. 2011
Redesigned the information architecture for a mobile social media application for Nokia phone;
Designed the user interface;
Assisted in usability tests and design iterations.

AWARDS

2014 Autism Appjam 2nd Place, UCI
2014 Autism Appjam Best Social Media Presence Award, UCI
2013-2014 Donald Bren School of Information and Computer Sciences Dean's Fellowship, UCI
2013 CHI'13 Student Research Competition (SRC) Finalist
2011-2013 Informatics Graduate Student Scholarship, IUB
2011 Best Visual Effects Award, 17th Beijing College Student Film Festival, China
2011 Best Creative Award, 17th Beijing College Student Film Festival, China
2009-2010 Comprehensive Quality Scholarship, BUPT
2007-2008 Comprehensive Quality Scholarship, BUPT
2008 Excellent Student Leader Award, BUPT
2007 National Chinese Zither Top Level Certificate, China

PUBLICATIONS

1. [C] Zhao, M., "Building Teams Over Distance: A Solution Through Digital Art Mediated Practices,"
Graduate Consortium at IEEE Symposium on Visual Languages and Human-Centric Computing, pp.
287-288, 2015. doi: 10.1109/VLHCC.2015.7357230
2. [C] Zhao, M.; Wang, Y.; Redmiles, D., "Strengthening Collaborative Groups Through Art-mediated
Self-expression," IEEE Symposium on Visual Languages and Human-Centric Computing, pp. 177-181,
2015. doi: 10.1109/VLHCC.2015.7357214
3. [C] Zhao, M.; van der Hoek, A., "A Brief Perspective on Microtask Crowdsourcing Workflows for
Interface Design," in 2015 IEEE/ACM 2nd International Workshop on CrowdSourcing in Software Engi-
neering (CSI-SE), pp.45-46, 2015. doi: 10.1109/CSI-SE.2015.16

4. [C] LaToza, T.D.; Chen, M.; Jiang, L.; Zhao, M.; Van Der Hoek, A., "Borrowing from the Crowd: A Study of Recombination in Software Design Competitions," in 2015 IEEE/ACM 37th IEEE International Conference on Software Engineering (ICSE), vol.1, pp.551-562, 2015. doi: 10.1109/ICSE.2015.72
5. [W] Zhao, M.; Wang, D., "A Doodled "Us": A Design Case Study on Urban Collaborative Art With Arduino," in 2014 CHI Workshop on Socially Engaged Arts Practice, 2014.
6. [C] Zhao, M., "Seek It or Let It Come: How Designers Achieve Inspirations," In CHI '13 Extended Abstracts on Human Factors in Computing Systems (CHI EA '13), pp. 2779-2784. doi: http://dx.doi.org/10.1145/2468356.2479509

SERVICES

Social Media Chair, 11th IEEE International Conference on Global Software Engineering
Reviewer, 19th ACM Conference on Computer-Supported Cooperative Work and Social Computing