

# Zibo (Selena) Zhang

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## Education

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### Master of Math in Computer Science

Sept 2022 - Aug 2024 (Expected)

University of Waterloo, Canada

- **GPA:** 3.92/4.0
- **Coursework:** Algorithms, HCI, Digital Forensics, AI - Trust, Explanation & SocNets, AI - Affective Computing
- **Awards and Scholarships:**  
University of Waterloo Graduate Scholarship  
International Masters Award Excellence Scholarship

### Honours Bachelor of Science in Psychology

May 2018 - June 2024

University of Toronto Scarborough, Canada

- **GPA:** 3.76/4.0
- **Coursework:** Advanced Data Analysis, Advanced Research Methods Lab, Social Psychology Lab, Scientific Communication in Psychology, Social Cognition, Cognitive Neuroscience of Decision Making
- **Awards and Scholarships**  
Dean's List Scholar (four consecutive years)  
E-Fund Scholarship (entrance scholarship)

## Publications

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\* indicates equal contribution

## Conference and Journal Papers

- [C1] Pengcheng An, Jiawen Stefanie Zhu, **Zibo Zhang**, Yifei Yin, Qingyuan Ma, Che Yan, Linghao Du, and Jian Zhao. EmoWear: Exploring Emotional Teasers for Voice Message Interaction on Smartwatches. *Proceedings of the 2024 CHI Conference on Human Factors in Computing Systems (CHI 2024)*.
- [C2] Yue Lyu, Pengcheng An, Yage Xiao, **Zibo Zhang**, Huan Zhang, Keiko Katsuragawa, and Jian Zhao. Eggly: Designing Mobile Augmented Reality Neurofeedback Training Games for Children with Autism Spectrum Disorder. *Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies, (IMWUT 2023)*.
- [C3] **Zibo Zhang** and Ada Hurst. Assessing the Prevalence of Cross-cultural Competencies in Engineering Design Curricula: A Pilot Study. *Proceedings of the Canadian Engineering Education Association (CEEA 2023)*.

## Posters and Workshops

- [W1] Jiawen Stefanie Zhu\*, **Zibo Zhang**\*, and Jian Zhao, Facilitating Mixed-Methods Analysis with Computational Notebooks. *1st ACM CHI Workshop on Human-Notebook Interactions (CHI 2024)*.
- [W2] Pengcheng An, Chaoyu Zhang, Haicheng Gao, Ziqi Zhou, **Zibo Zhang**, Jian Zhao. Animating Chat Balloons to Convey Emotions: the Design Exploration of AniBalloons. *Proceedings of the Graphics Interface Conference (Poster), 2023*.

## Papers Under Review

- [R1] Jiawen Stefanie Zhu, **Zibo Zhang**, Yikun Vicky Yao, Jian Zhao. NexusQ: Designing an Integrated Environment for Mixed-Methods Data Analysis. *In Submission*.

## Experience

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### Research Experience

#### Graduate Student Researcher

Sept 2023 - Present

*University of Waterloo, Canada*

**Advisor:** Jian Zhao

**Topic 1:** The Influence of AI's Polite Language Choices on People's Social Perception in Email Writing Tasks (Work in Progress)

**Topic 2:** Enhanced Computational Notebook to Facilitate Mixed-Methods Analysis [W1][R1]

#### Undergraduate Research Assistant

Sept 2020 - Sept 2023

*University of Waterloo, Canada*

**Advisor:** Jian Zhao

**Topic 1:** Neurofeedback Training Game for Children with ASD [C2]

**Topic 2:** Animated Chat Bubbles to Enhance Emotional Communication [C1][W2]

#### Independent Research Project

Sept 2022 - June 2023

*University of Waterloo, Canada*

**Advisor:** Ada Hurst

**Topic:** Cross-Cultural Design Curricula in Canadian Educational Institutions [C3]

#### Research Assistant

Dec 2022 - May 2023

*University of Toronto, Canada*

**Advisor:** Allison Van Beek

**Topic:** Observing Instructor Behaviour in an Active Learning Classroom

#### Research Assistant

Aug 2022 - May 2023

*University of Toronto, Canada*

**Advisor:** Mark Chignell

**Topic:** Exergame Design to Encourage Physical Activity in Long-Term Care Residents

### Teaching Experience

#### Teaching Assistant

Sept 2023 - Present

- CS105 - Introduction to Computer Programming 1, *University of Waterloo*
- CS349 - User Interfaces, *University of Waterloo*
- CS449/649 - Human-Computer Interaction, *University of Waterloo*

### Industry Experience

#### Customer Insights Co-op

Jan 2022 - Apr 2022

*Loblaw Companies Ltd.*

- **Main Project:** Developed a report outlining key customer goals during grocery shopping. Identified design guidelines for effective in-store stimuli to capture attention and influence shopping behaviours.
- **Contributions:** Collected and analyzed customer preferences and behavioral patterns, delivering impactful insights to guide business decisions.
- **Methods/tools:** Literature review, semi-structured interview, online focus group

#### Product Assistant Intern

Dec 2020 - Apr 2021

*Facedrive Inc.*

- **Main Project:** App Design: Integrated the company's rideshare and food delivery services into a single, unified Superapp.
- **Contributions:** Engaged with internal stakeholders to gather requirements and conducted user interviews to understand needs, ensuring the new app design meets the expectations of customers who use both services.
- **Methods/tools:** User interview, stakeholder interview, telephone survey, usability testing, Adobe XD for low and high-fidelity prototyping