

WEI-MING (DAVID) CHUNG 莊偉銘

Interaction Design Researcher

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RESEARCH INTEREST

Interaction design, creativity support, intermediate-level knowledge, design fiction, multi-disciplinary collaboration, UI/UX design

EDUCATION

2011–2021, PhD in Dept. Design, National Taiwan University of Science and Technology, Taiwan

- Thesis: [Exploring Designerly Tools for Shaping Technology Futures](#)
- Advisor: Assoc. Professor Rung-Huei Liang
- GPA: 4.00

2006–2007, MS in Dept. Information Systems and Applications, National Tsing Hua University, Taiwan

- Thesis: Image Surveillance System with Digital Watermarking for Image Authentication
- Advisor: Professor Long-Wen Chang
- GPA: 3.53

2000–2004, BS in Dept. Computer Science and Information Engineering, National Chiao-Tung University, Taiwan

PUBLICATION (Journal)

Chung, W.-M., & Liang, R.-H. (2021). Listening is believing: Exploring the value of sounds in an audio drama board game for shaping technology futures. *International Journal of Design*, 15(2), 55–68. **(SCI-E, A&HCI, SSCI, Scopus)**

David W. Chung and Rung-Huei Liang. 2015. The construction of intermediate-level knowledge in ideation with Interaction Tarot. *Journal of Design*, 20(3), 21–44. **(THCI Core, CSSCI, Scopus)**

PUBLICATION (Conference)

David Chung, Wenn-Chieh Tsai, Rung-Huei Liang, Bowen Kong, Yin Huang, Fu-Chieh Chang, and MengChi Liu. 2020. Designing Auditory Experiences for Technology Imagination. In *32nd Australian Conference on Human-Computer Interaction (OzCHI '20)*. Association for Computing Machinery, New York, NY, USA, 682–686. DOI:<https://doi.org/10.1145/3441000.3441025>

Wenn-Chieh Tsai, **David Chung**, MengChi Liu, Bowen Kong, Chun-Cheng Huang, and Rung-Huei Liang. 2020. Designing a Speculative Kit for Technology Imagination with Makers. In *Extended Abstracts of the 2020 CHI Conference on Human Factors in Computing Systems (CHI EA '20)*. Association for Computing Machinery, New York, NY, USA, 1–8. DOI: <https://doi.org/10.1145/3334480.3383013>

David Chung, Mathias Funk, Rung-Huei Liang, and Lin-Lin Chen. 2018. Explorations on Reciprocal Interplay in Things Ecology. In *Proceedings of the 2018 ACM Conference Companion Publication on Designing Interactive Systems (DIS '18 Companion)*. ACM, New York, NY, USA, 51–56. DOI: <https://doi.org/10.1145/3197391.3205411>

Yu-Ting Cheng, Wenn-Chieh Tsai, **David Chung**, and Rung-Huei Liang. 2018. Once Upon a Future: An Audio Drama Game for Episodic Imagination. In *Proceedings of the 2018 ACM Conference Companion Publication on Designing Interactive Systems (DIS '18 Companion)*. ACM, New York, NY, USA, 159–163. DOI:<https://doi.org/10.1145/3197391.3205429>

David W. Chung. 2017. From Exploring and Constructing to Understanding: Mediating Intermediate-Level Knowledge. In *Proceedings of the 2017 ACM Conference Companion Publication on Designing*

Interactive Systems (DIS '17 Companion). ACM, New York, NY, USA, 393–395. DOI: <https://doi.org/10.1145/3064857.3079168>

David W. Chung and Rung-Huei Liang. 2015. Interaction Tarot: A card-based design of knowledge construction for brainstorming in HCI. In *Proceedings of the 6th IASDR Conference on Design Research* (pp.476–495), Queensland, Australia: Queensland University of Technology.

David Chung and Rung-Huei Liang. 2015. Understanding the Usefulness of Ideation Tools with the Grounding Lenses. In *Proceedings of the Third International Symposium of Chinese CHI* (Chinese CHI '15). ACM, New York, NY, USA, 13–22. DOI: <https://doi.org/10.1145/2739999.2740002>

Wei-Ming Chung, Ling-Yuan Chiu, and Rung-Huei Liang. 2013. The Twins: Lighting design based on rich movements. In *Proceedings of the 5th IASDR Conference on Design Research* (pp. 2510–2520). Tokyo, Japan: Shibaura Institute of Technology.

Rung-Huei Liang, **Wei-Ming Chung**, Hsin-Liu Kao and Tsen-Ying Lin. 2013. InTouch: Crossing social interaction with perception. In A. Marcus (Ed.), *Design, user experience, and usability. User experience in novel technological environments* (pp. 306–315). Berlin: Springer. (EI)

PROFESSIONAL EXPERIENCE

2016–2020, Project-Appointed Research Assistant, NTU IoX Center (Intel-NTU Center), Taipei, Taiwan

- I worked as a research assistant (2016.5–2020.12) at [National Taiwan University's IoX Center](#), featuring global research collaboration among NTU, Intel, and the National Science Council of Taiwan and consisting experts ranging in AI, IoT, HCI, Design. I supported the [Natural and Seamless Interaction team](#) under four Principal Investigators, Prof. Lin-Lin Chen, Prof. Yaliang Chuang, Prof. Rung-Huei Liang, and Prof. Mathias Funk and help Prof. Liang lead the Design Fiction team.

With the purpose of supporting the cross-disciplinary teams (CS, EE, Design) of the center to imagine potential technology possibilities, I put much efforts on creating novel and speculative (digital) designerly tools, proposing innovative design methods, and conducting design workshops. There were two aims of my work, the first one was to catalyze joint research across the center and industry partners; the second one was to empower our target audience to explore, extend, or populate new design space and to facilitating new technological potentials of their research.

Four contributions of my work were (1) proposing playful, collaborative, and participative approaches, (2) pushing knowledge boundaries, (3) connecting industry partners with the IoX research engineers, and (4) methodological contributions to creativity support.

2019, Student Volunteer Chair, TAICHI'19, Taiwanese Association of Computer-Human Interaction, Taiwan

- SIGCHI aims to promote the development of Human-Computer Interaction in Eastern Asia and to enable regional HCI communities to become full participants in the global HCI community. To make CHI conference more accommodating for participants from Eastern Asia, SIGCHI encouraged [TAICHI](#) conferences in Taiwan. I served as Student Volunteer Chair of [TAICHI'19](#) conference and actively organized student volunteer program to support the operational needs of the conference.

2014–2017, Editorial Committee of Technical Review and Publication Board, International Journal of Design (IJDesign), Taipei, Taiwan

- [The International Journal of Design](#) is a peer-reviewed journal devoted to publishing research papers in all fields of design. The indexing of IJDesign includes, SCI-E, A&HCI, SSCI, and Scopus. I assisted the Editor-in-Chief and Managing Editor's in editing articles to ensure a consistent format of the publications; especially on HCI and interaction design research. My major work includes, copy editing, language editing, and grammar

and citation check.

2008–2011, Game Designer, Dept. of Game Design, 2nd Business Div., USERJOY Technology Co. Ltd., Taipei, Taiwan

- I worked as a game planner (online game designer) of [Angel Love Online 2](#) at [USERJOY TECHNOLOGY](#) (2008.5–2011.7), a game company involved in console game, online game, and mobile game developing in Taiwan. I have 3 years of experiences with designing digital experiences. To design for different types of online game players and enrich their social connections, my job includes data-driven rewards and analysis, virtual economy design and management, in-game social media design, hierarchy of challenges for achievements, hierarchy of needs for collaborations or competitions. For the Japanese product line of Angel Love Online 2, I served as the marketing executive of Angel-Senki, being responsible for improving marketing plans unique to the Japan players, evaluating and monitoring ongoing activities of the Japan players to customize new rewards meet their needs, conducting in-game data analysis to identify business opportunities and propose new marketing strategies.

LEADERSHIP EXPERIENCE

2015, Steering Committee, the 6th Student-organized Workshop on Human-Computer Interaction, OpenHCI 2015: 喚體 Haunting Artifact, Taiwan

2014, Steering Committee, the 5th Student-organized Workshop on Human-Computer Interaction, OpenHCI 2014: 延滯因子 Lagontology, Taiwan

2013, Sponsorship Committee, the 4th Student-organized Workshop on Human-Computer Interaction, OpenHCI 2013: 快步慢遊, Taiwan

- I volunteered to co-organize [OpenHCI](#), a multidisciplinary design workshop about human-computer interaction (HCI), with master and Ph.D. students from different design and departments in universities in Taiwan in 2012, 2013, 2014, 2015, and 2017. The goal of OpenHCI is to explore new (or alternative) interaction possibilities through prototyping artifacts. Workshop participants were recruited from different disciplines, such as interaction design, art, design, electronic engineering, computer science, music, and social science, etc. In 2014 and 2015, I served as the design mentor of OpenHCI, coaching and supporting students in needfindings for their interaction design. In 2013, I served on Sponsorship Committee and was responsible for public relations and sponsorship programme.

LECTURE and TALK

2021–present, Adjunct Lecturer in lecture, "Case study: Design for futures," Dept. of Product Design, Ming Chuan University, Taiwan

- Beyond human-centered design that focuses on user experiences, this course motivates possible technology futures which are yet to exist. Students have to craft speculations by presenting plausible future proposals with emerging technologies, cultural issues, or ecological changes. Designed artifacts are also used to embrace diverse perspectives and ideology and enable critical debates, technological imaginations, and further reflections.

2017–present, Adjunct Lecturer in lecture, "Experience-centered design," Dept. of Product Design, Ming Chuan University, Taiwan

- The objective of this course is to help product designers have a better understandings on Human-computer interaction (HCI). Students have to find insights from field observations in daily lives and find design opportunities. Based on that, they are encouraged to prototype tangible or graphical user interface for target

audience to enrich people's lived experiences.

2019.04, Presentation, "Once Upon a Future," Intel Face-to-Face meeting, Santa Clara, CA

- I worked as a research assistant (2016.5–2020.12) at National Taiwan University's IoX Center. In Apr. 2019, I represented Natural and Seamless Interaction team of the center to attend 2019 Face-to-Face Meeting and present how we facilitated technology imaginations and prompted project synergies with our designerly tools over 4 years.

2017.07, Speaker in the invited talk, "Card-based Design for HCI Ideation," HoCuln'17: Design your third hand, Dept. of Computer Science and Information Engineering, National Taiwan University, Taiwan

2017.04, Speaker in the invited talk, "From Exploring and Constructing to Understanding: Mediating Intermediate-Level Knowledge," Dept. of Communications Design, Shih Chien University, Taiwan

2017.07, Consultant in design review, the 8th Student-organized Workshop on Human-Computer Interaction, OpenHCI 2017: 重構 Re:__, Taiwan

2015.07, Workshop lecturer, the 6th Student-organized Workshop on Human-Computer Interaction, OpenHCI 2015: 喚體 Haunting Artifact, Taiwan

2014.07, Workshop lecturer, the 5th Student-organized Workshop on Human-Computer Interaction, OpenHCI 2014: 延滯因子 Lagontology, Taiwan

- I was actively engaged in workshop coaching and support of OpenHCI in 2012, 2013, 2014, 2015, and 2017. In 2017, I served as the consultant in design review in OpenHCI, giving design critiques for students during the early design stage of the workshop. In 2014 and 2015, I served as the workshop lecturer of the creativity activities in OpenHCI, coaching and supporting the use of designerly tools, Interaction Tarot, we made, in its early design phase.

CURATION and EXHIBITION

2012.07, Exhibition curator and host, the 3th Student-organized Workshop on Human-Computer Interaction, OpenHCI 2012: OpenTaipei, Taiwan

- I was actively engaged in workshop planning and curation of OpenHCI in 2012. I served as the interactive programming coach, the exhibition curator, and the host of the workshop final presentation.

2004, Photography exhibition, "靜謐", 2004 Group exhibition by NCTU arts clubs, [The National Yang Ming Chiao Tung University Arts Center](#), Taiwan

- I was enthusiastic about photo shoot for a long while. The photography works not just reveal what I see in my daily life, that also reflect on my aesthetics in photography such as time, composition, and lighting. When I was an undergraduate student, I was actively engaged in the NCTU photo club and planned lots of activities, such as a joint photo camp, constant trainings, and exhibitions in photography. Canon AE-1 is my first film camera borrowed from my father. Due to its damaged shading spongy inside the side cover, I experimented on a particular overexposure quality and presented my work in a non-traditional way. In the 2004 Group exhibition by NCTU arts clubs, I presented my experimental photography "靜謐" which was accidentally took by considering a particular exposure time at midnight.

EDUCATIONAL SERVICE

2005–2007, Voluntary Docent in the TSMC IC Exhibition, TSMC Education and Culture Foundation, National Museum of Natural Science, Taichung, Taiwan

2005–2007, Voluntary Docent in the Storytelling Program, TSMC Education and Culture Foundation, Hsinchu, Taiwan

ACHIEVEMENT and AWARD

2009, Merit Award in Game Design Competition (Top 6, 6/63), Userjoy Technology Co. Ltd., Taiwan

2006, Superior Volunteers in TSMC IC Exhibition Program, TSMC Education and Culture Foundation, Taiwan

2005, Superior Volunteers in Storytelling Program, TSMC Education and Culture Foundation, Taiwan

2004, Merit Award in Package Design Competition for Storage Products (Top 3, 2/764), Imation Technology Co. Ltd., Taiwan

2004, Merit Award, Multimedia Application Innovation Competition (Top 10), Microsoft & PChome Technology Co. Ltd., Taiwan

2009, Merit Award in Game Design Competition (Top 6, 6/63), Userjoy Technology Co. Ltd., Taiwan

2000, Honorable Mention in Programming Competition, National Chiao Tung University, Taiwan

1998, Merit Award in Sketch Competition, National Hsinchu Senior High School, Taiwan

MEMBERSHIP

2022–present, TAICHI membership in Taiwan Association of Computer–Human Interaction (TAICHI)

2016–present, SIGCHI membership in ACM Special Interest Group on Computer–Human Interaction (SIGCHI)

2015–present, Membership in Chinese Institute of Design

REFERENCE

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