

YU LIANG

PHD CANDIDATE @JADS AND TU/e
The Netherlands

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PROFESSIONAL EXPERIENCE

Spotify

Amsterdam, The Netherlands

Research Scientist Internship (Remote with the US team)

June. 2022 - Sept. 2022

- Designing and prototyping demo system for improving user experience with podcast listening
- Conducting user studies (interview, questionnaire and surveys) with mixed methods approaches
- Integrating and gaining insights from user interaction data with the recommendations

Jheronimus Academy of Data Science (JADS)

Den Bosch, The Netherlands

PhD Researcher

Mar. 2018 - April. 2023

- Designing and prototyping music recommender systems (algorithm, engineering and interface design) for musical genre exploration
- Conducting multiple (longitudinal) user studies to understand user experience with recommender systems
- Evaluating user experience using data-driven quantitative approaches from questionnaire and user interaction data

EDUCATION

Eindhoven University of Technology (TU/e)

Eindhoven, The Netherlands

Ph.D. in Human Technology Interaction

Mar. 2018 - April. 2023

Supervisors: Dr. Martijn C. Willemsen and Prof. Chris Snijders

Delft University of Technology

Delft, The Netherlands

M.Sc. in Computer Science (Track: Data Science)

Sept. 2015 - Sept. 2017

Supervisor: Prof. Martha Larson

University of Electronic Science and Technology of China

Chengdu, China

B.Eng. in Computer Science

Sept. 2011 - Sept. 2015

OPEN SOURCE PROJECT

Music Genre Exploration Framework

 [Github](#)

- A real-world recommendation system for new music genre exploration and live musical events
- The framework can be extended to run all sorts of (longitudinal) user studies
- Backend developed with Flask, PostgreSQL, Spotify API, and ML libraries (Sklearn and NetworkX)
- Deployed with Docker and Heroku

PROFESSIONAL SKILLS

RESEARCH FOCUS	Recommender Systems, User Experience Research, Human-Computer Interaction
USER EXPERIENCE RESEARCH	Prototyping, Mixed Method Approaches, Questionnaire design, Interview design, Quantitative Methods, Statistical Methods and Tests, Data Visualization
DATA SCIENCE TOOLKIT	Scikit-learn, Numpy, Pandas, Scipy, NetworkX, Dplyr, Lavaan, ggplot
PROGRAMMING LANGUAGES	Python, R, SQL, Java, C#, JavaScript
SOFTWARE DEVELOPMENT	Flask, Docker, Heroku, PostgreSQL, RESTful API, jQuery, Ajax
LANGUAGES	Chinese (Native), English (Working proficiency), Dutch (A2)

HONORS & AWARDS

- ACM RecSys' 22 Best Student Paper Awards
- ACM RecSys' 19 SIGCHI Travel Grant

APPENDIX

INVITED TALKS

- Invited talk on “Promoting Music Genre Exploration Through Personalized Nudging” *Radboud Data Science Seminar and Maastricht University (Oct. 2022)*
- Invited talk on “Personalized recommendations for music genre exploration” *Dutch-Belgian Information Retrieval Workshop (Sept. 2019)*

PEER-REVIEWED PUBLICATIONS

JOURNAL PAPER

- Promoting Music Exploration Through Personalized Nudging in a Genre Exploration Recommender *International Journal of HCI (July. 2022)*
Yu Liang and Martijn C. Willemsen

CONFERENCE PAPER

- Exploring the Longitudinal Effect of Nudging on Users’ Genre Exploration Behavior and Listening Preference *Recsys’ 22 (🏆 Best Student Paper)*
Yu Liang and Martijn C. Willemsen
- The Role of Preference Consistency, Defaults and Musical Expertise in Users’ Exploration Behavior in a Genre Exploration Recommender *Recsys’ 21 (Full paper + Demo)*
Yu Liang and Martijn C. Willemsen
- Interactive Music Genre Exploration with Visualization and Mood Control *IUI’ 21 (Full paper)*
Yu Liang and Martijn C. Willemsen
- Recommender System for Developing New Preferences and Goals *Recsys’ 19 (Doctor Symposium)*
Yu Liang
- Personalized Recommendations for Music Genre Exploration *UMAP’ 19 (Full paper)*
Yu Liang and Martijn C. Willemsen

WORKSHOP PAPERS

- How Playlist Evaluation Compares to Track Evaluations in Music Recommender Systems *Recsys’19 (IntRS workshop)*
Sophia Hadash, **Yu Liang**, Martijn C Willemsen
- CLEF NewsREEL 2017: Contextual Bandit News Recommendation *CLEF’ 17 (NewsREEL)*
Yu Liang, Babak Loni, Martha Larson

TEACHING EXPERIENCE

- Decision Support Systems *JADS*
Lecturer Sept. 2022 - Nov. 2022
- Interactive and Explainable AI Design *JADS*
Teaching assistant Feb. 2022 - June. 2022
- Data Science Msc Course - Supercrunchers: The Human in an Era of Data Science *TU/e and JADS*
Teaching assistant 2019 - 2021
- Project: The Role of Social Media in Event Recommender System *Master thesis, TU/e*
Co-supervisor July. 2020 - March. 2021
- Project: Music Exploration out of Users’ Comfort Zone in a Live Musical Event *Bachelor thesis project, TU/e*
Co-supervisor Sept. 2020 - Feb. 2021
- Project: Interactive Music Genre Exploration *Bachelor thesis project, TU/e*
Co-supervisor Mar. 2018 - July. 2018

ACADEMIC SERVICE

- Reviewer for ACM Transactions on Recommender Systems
- Student Volunteer at ACM IUI 2020
- Student Volunteer at ACM RecSys 2019
- Student Volunteer at CLEF' 17 and MediaEval Workshop'17