

Beleicia Bullock

Updated October 17, 2025

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Research Interests human-computer interaction, equitable design, online communities

Summary I explore how we design systems that support the different experiences and values of communities.

Education

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| Stanford University Ph.D. in Computer Science Advisors: James Landay and Michael Bernstein | Stanford, CA June 2027 |
| University of Illinois at Urbana-Champaign M.S. (with thesis) in Computer Science Advisor: Karrie Karahalios | Urbana, IL 2019 – 2021 GPA: 3.9/4.0 |
| Bowdoin College B.A. in Computer Science, Minor in Math Advisor: Laura Toma | Brunswick, ME 2015 – 2019 GPA: 3.5/4.0 |

Awards and Fellowships

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| HPI and Stanford HAI Ph.D. Fellowship | 2025 |
| Philanthropy and Civil Society Ph.D. Fellowship | 2024 |
| Tech & Racial Equity Graduate Fellowship | 2022 |
| School of Engineering Fellowship | 2021 |
| GEM Ph.D. Science Fellowship | 2021 |
| Siebel Scholar Award | 2020 |
| GEM M.S. Science Fellowship | 2019 |

Publications *Papers currently under review have had their titles omitted.*

Beleicia Bullock, Michael Bernstein, James Landay. [On utilizing user-generated metaphors to understand platform experiences] *Currently under review.*

Publications (cont.)

Beleicia Bullock, Shunan Guo, Eunyee Koh, Ryan Rossi, Fan Du, Jane Hoffswell. Let's Get Personal: Exploring the Design of Personalized Visualizations. *VIS '22: IEEE Visualization & Visual Analytics*.

Vidushi Ojha, Raul Platero, **Beleicia Bullock**. 2022. Forming and Fulfilling Expectations: Perspectives of Underrepresented Computer Science Doctoral Students. *CoNECD '22: ASEE Collaborative Network for Engineering & Computing Diversity*.

Beleicia Bullock. 2021. Case in Point: Understanding How Macro and Micro Cases Impact Students' Ability to Identify Ethical Issues in Computer Science. *Thesis '21*.

Beleicia Bullock, Fernando Nascimento, Stacy Doore. 2020. Computing Ethics Narratives: Teaching Computing Ethics and the Impact of Predictive Algorithms. *SIGCSE '20: ACM Technical Symposium on Computer Science Education*.

Research Experience

USAID, Innovation, Technology, and Research Washington, D.C.
Stanford HAI Tech & Policy Intern Summer 2023
Researched and formulated policy recommendations to improve the impact of ride-sharing and online gig work algorithms on the well-being of workers in developing countries, particularly workers who face gender discrimination

Spotify, Trust & Safety Remote (CA)
Algorithmic Impact Intern Summer 2022
Charted opportunities and challenges around equitable recommendation systems while analyzing the impact of ongoing initiatives around racial equity to provide guidance for policy and editorial teams

Adobe Research, AI Experiences Lab (AEL) Remote (CA)
Research Intern Summer 2021
Analyzed design space for personalized visualizations in online news and blogs and conducted formative survey to understand how users explore these visualizations

Teaching
Experience

University of Illinois at Urbana-Champaign

***Received excellent rating on the Center for Innovation in Teaching and Learning's (CITL) Teachers Ranked As Excellent by Their Students List*

CS210: Ethical and Professional Responsibilities** Spring 2021

CS598: Social Spaces on the Internet Fall 2020

CS210: Ethical and Professional Responsibilities** Spring 2020

CS210: Ethical and Professional Responsibilities** Fall 2019

Bowdoin College

CS1101: Introduction to Computer Science Spring 2018

Industry
Experience

Adobe, Behance Remote (IL)

Frontend Development Intern Summer 2020

Developed sign-up blocker and Creative Cloud tool card on main search page with Vue, JavaScript, TypeScript and Sass, increasing user sign-ups by 36% and project views by 8%

Adobe, Behance New York, NY

Frontend Development Intern Summer 2019

Developed a new user action bar and project navigation utilized by hundreds of thousands of users each month using Vue, JavaScript and Sass

Adecco at Google, Google Cloud Remote (ME)

Student Developer Spring 2019

Conducted exploratory data analyses to develop a statistical model that predicted the number of lead changes during the 2019 NCAA Men's March Madness Final using Python, SQL, Big-Query, and Colab

Morgan Stanley, Capital Treasury New York, NY

Summer Technology Analyst Summer 2018

Developed an informative dashboard to provide business units with real-time progress on regulatory tests conducted by the Federal Reserve using Angular, AgGrid, Highcharts, D3, Java and SQL

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| Industry Experience (cont'd.) | Qualcomm, CDMA Technologies | San Diego, CA |
| | <i>Interim Engineering Intern</i> | Summer 2017 |
| | Updated and debugged standardized TCP/IP connection between device and PC for audio calibration product utilized by original equipment manufacturers | |
| | Qualcomm, CDMA Technologies | San Diego, CA |
| | <i>Interim Engineering Intern</i> | Summer 2016 |
| | Developed testing tool in XAML, C#, and C++ that converted interpreted APDU commands into binary, exchanged commands with card readers for faster and more accurate testing | |
| Skills | Technical Skills | |
| | Python, Vue, HTML/CSS, Sass, JavaScript, Bootstrap, SQL | |
| | Languages | |
| | English (Native), Arabic (Intermediate Proficiency) | |
| Service | Faculty Committee, Stanford Computer Science | 2024 – 2025 |
| | Reviewed applications for HCI, NLP, and ML faculty positions. Liaised with HCI professors and broader committee to provide HCI applicant and interview feedback. | |
| | Diversity Committee, Grainger Engineering | 2020 – 2021 |
| | Developed proposal to help support graduate students from groups that are underrepresented within engineering disciplines for the Dean of the Grainger College of Engineering. | |
| | Anti-Racism Task Force, Grainger Engineering | Summer 2020 |
| | Submitted a list of proposals to promote anti-racist practices, as well as support graduate students from groups that are underrepresented in engineering fields. | |

Bowdoin Women in CS, Bowdoin College

2017 - 2019

Organized monthly networking, technical and social events for women studying computer science in addition to developing technical interview preparation resources for Bowdoin's Career Planning Center.