Beleicia Bullock

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Research Interests	human-computer interaction, equitable design, online communities
Summary	I explore how we design social platforms to better support the well-being of Black communities.

Education

Stanford University — Stanford, CA
Ph.D. in Computer Science — June 2027
Advisors: James Landay and Michael Bernstein

University of Illinois at Urbana-Champaign — Urbana, IL
M.S. (with thesis) in Computer Science — 2019 – 2021
Advisor: Karrie Karahalios — GPA: 3.9/4.0

Bowdoin College — Brunswick, ME
B.A. in Computer Science, Minor in Math — 2015 – 2019
Advisor: Laura Toma — GPA: 3.5/4.0

Awards and Fellowships

Philanthropy and Civil Society Ph.D. Fellowship (*Stanford*)	2024
Tech & Racial Equity Graduate Fellowship (*Stanford*)	2022
School of Engineering Fellowship (*Stanford*)	2021
Ph.D. Science Fellowship (*The National GEM Consortium*)	2021
2021 Siebel Scholar Award (*Siebel Scholars*)	2020
M.S. Science Fellowship (*The National GEM Consortium*)	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, BigQuery, 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

Industry Experience *(cont'd.)*	**Qualcomm,** CDMA Technologies	San Diego, CA
	Interim Engineering Intern	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
Interim Engineering Intern   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

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.