Cheng **Guo**

PHD CANDIDATE · HCI RESEARCHER · MIXED-METHODS UX RESEARCHER · USABLE SECURITY & PRIVACY · SOCIAL COMPUTING

☎ 412-680-1868 | ✉ chengg@clemson.edu | 🏠 www.chengguo.info | 🔗 cheng-guo-23649632 | 🐦 @_chengguo

Education

Ph.D. in Human-Centered Computing | Advised by Dr. Kelly Caine   *Aug 2014 - Present*
CLEMSON UNIVERSITY   *Clemson, SC*

Master of Science in Information Science   *Aug 2011 - May 2013*
UNIVERSITY OF PITTSBURGH   *Pittsburgh, PA*

Bachelor of Business in E-Commerce   *Aug 2010 - June 2011*
SWINBURNE UNIVERSITY OF TECHNOLOGY   *Melbourne, Australia*

Bachelor of Management in E-Commerce   *Sep 2007 - June 2011*
NANJING UNIVERSITY OF CHINESE MEDICINE   *Nanjing, China*

Skills

Research Methods	Card Sorting, Cognitive Walk-through, Focus Group, Heuristic Evaluation, Experimental Design, Interview, Interaction Design, Persona, Prototyping, Quantitative Data Analysis, Survey, Usability Testing, Wireframing
Data Analysis	R, SPSS
UX Tools	Axure, Justinmind, Paper Prototyping, POP
Programming	Java, Python, C/C++
Web	AJAX, CSS, Greasemonkey, (X)HTML, JavaScript, JSON, JQuery, JSP, Ruby on Rails
Operation System	Android, Linux/Unix, MAC OS, Windows
Database	MySQL, SQL, SQL Server
Machine Learning	Weka, Mallet, LightSIDE
Other	LaTeX

Experience

Google   *Madison, WI*
USER EXPERIENCE RESEARCHER   *Sep. 2021 - Present*
- Unlock the power of Data

Google   *New York, NY*
USER EXPERIENCE RESEARCH INTERN (WITH DR. ROB REEDER)   *May. 2019 - Aug. 2019*
- Wrote Python scripts to scrape posts from several public online forums.
- Did qualitative data analysis on these posts using open-ended coding.
- Provided product implications for the Google Cloud Platform S&P team.
- Developed a new research methodology for the Google Cloud Platform S&P team.

Brave Software   *San Francisco, CA*
RESEARCH INTERN (WITH DR. BEN LIVSHITS)   *May. 2018 - Aug. 2018*
- Designed lab-based experiments and in-person interviews to investigate the usability issues of browser settings.
- Provided design implications and guidelines for future browsers.

Verisign Labs   *Reston, VA*
RESEARCH INTERN (WITH DR. ERIC OSTERWEIL)   *May. 2016 - Aug. 2016*
- Designed lab-based experimental scenarios and surveys.
- Designed and ran a between-subjects experiment on a large scale of users to study the impact of dotless domains on real-world users.
- Provided implications for future Internet domain names

Publications

- **Cheng Guo** and Kelly Caine. (2021). Identity, User Engagement, Quality and Trolling on Question & Answer Sites. In *Proc.ACM Hum.-Comput.Interact.5, CSCW1, Article 141(CSCW '21, to appear)*.

- **Cheng Guo**, Brianne Campbell, Mike Reiter, Apu Kapadia, and Kelly Caine. (2021). Effect of Mood, Location, Trust, and Presence of Others on Video-Based Social Authentication. In *Proceedings of the 30th USENIX Security Symposium* (USENIX Security '21, to appear).

- **Cheng Guo** and Kelly Caine. (2020). Anonymity in Questions & Answers about Health. In *Proceedings of the 64th International Annual Meeting of the Human Factors and Ergonomics Society, 64(1), 658-662* (HFES '20).

- **Cheng Guo**. (2020). Identity and Behavior in Online Communities. In *Companion of the 2020 ACM International Conference on Supporting Group Work* (pp. 35-38) (GROUP '20).
- **Cheng Guo**. (2018). Identity and Behavior in Online Health Communities. In *12th EAI International Conference on Pervasive Computing Technologies for Healthcare–Demos, Posters, Doctoral Colloquium* (Pervasivehealth '18).
- Jamie L Crawford, **Cheng Guo**, Jessica Schroeder, Rosa I Arriaga and Jennifer Mankoff. (2014). Is it a question of trust?: how search preferences influence forum use. In *Proceedings of the 8th International Conference on Pervasive Computing Technologies for Healthcare* (PervasiveHealth '14).

Honors & Awards

2021	**USENIX Student Grant**, USENIX	*Registration*
2021	**Gary Marsden Travel Awards**, SIGCHI	*Registration*
2021	**Director's Award**, Clemson Human Factors Institute	*$1,000*
2020	**HFES Healthcare Technical Group (HCTG) Scholarship**, 64th International Annual Meeting of the Human Factors and Ergonomics Society (HFES)	*registration*
2020	**Doctoral Consortium Travel Grant**, ACM International Conference on Supporting Group Work (GROUP)	*travel + registration*
2019	**Special Recognitions for Outstanding Reviews (×1),** CHI (The ACM CHI Conference on Human Factors in Computing Systems)	
2018	**HFI Student Travel Grant**, Clemson Human Factors Institute	*$800*
2015	**1st Place,** HFES "mHealth Applications for Consumers" Design Competition In the news: **Health Data Management**, **Upstate Business Journal**	*$1,000 honorarium + registration*

Talks

Guest lecture *Clemson, SC*

CPSC4180/6180 Usable Security & Privacy, Clemson University *Fall 2017, Spring 2019, Spring 2020*
- Presented the topic of Internet Anonymity to a class of 40+ undergraduate/graduate students.

Invited Panel *Greenville, SC*

Tenth Annual Furman Summer Research Conference (Psychology & Neuroscience) at Furman University *Jul. 2017*
- Invited to participate in a Q&A panel session about graduate school.

Teaching Experience

Introduction to Programming in C	Spring 2015, Fall 2015, Spring 2016, Spring 2018, Fall 2018, Spring 2019, Fall 2019, Fall 2020
Introduction to Programming in Java	Fall 2020
Computer Science II	Spring 2018
Programming Methodology	Spring 2015
Human-Computer Interaction	Spring 2016, Spring 2017, Spring 2021
Fundamentals of Human-Centered Computing	Fall 2016
Software Engineering	Fall 2016
Usable Security & Privacy	Fall 2017, Spring 2019, Spring 2020
Gaming Design	Fall 2019, Spring 2021

Academic Services

Program Committee	OzCHI 2018/2019, Group 2020, CHI Late-Breaking Work 2020/2021, WebSci 2020/2021/2022, PETS 2022/2023, CSCW Poster 2021
Paper Reviewer (100+ in total)	OzCHI 2017 - 2019, GI 2018, CogSci 2018/2019, MobileHCI 2018/2019, NordiCHI 2018, CSCW 2018 - 2022, ICWSM 2019/2020, IMWUT 2019, PETS 2019 - 2022, KSII Transactions on Internet and Information Systems, HFES 2019/2020/2022, CHI 2019 - 2022