Fan Du

Sr. Research Scientist at Adobe, Data Insights
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Education

Ph.D. in Computer Science, **University of Maryland**, United States — 2013 – 2018
Advisors: Dr. Ben Shneiderman and Dr. Catherine Plaisant
Thesis: Explainable Recommendation for Event Sequences
Projects: EventFlow | EventAction | PeerFinder | CoCo
★ Sponsored by Adobe Digital Marketing Research Award – $100,000

M.S. in Computer Science, **University of Maryland**, United States — 2013 – 2016
Advisors: Dr. Ben Shneiderman and Dr. Catherine Plaisant

B.Eng. in Computer Science, **Zhejiang University**, China — 2009 – 2013
Advisors: Dr. Weidong Geng, Dr. Huamin Qu and Dr. Wei Chen
Thesis: Visual Analysis of Large-Scale Mobile Check-In Data
★ Chu Kochen Honors Program (Top 5% out of 6,000), 1st-Class Scholarship

Employment

Senior Research Scientist, **Adobe Research**, San Jose, CA — 2018 – Present
Team lead of multiple data insight initiatives for Adobe Data Platform and Adobe Analytics.
Key driver of research collaborations with product management, engineering, design, and leadership.
Shipped 10+ technologies in products, filed 33 patents (7 issued), mentored 7 interns (2 joined full-time).
★ Presented 3 keynote demos at Adobe Summit – #KPIPop '22 | #SegmentTuner '21 | #JourneyGenius '19.

Research Scientist Intern, **IBM Research**, Yorktown Heights, NY — Summer 2014, 2015
Designed and evaluated a novel path bundling method for animated transitions – full paper at CHI 2015.
Developed a big graph visualization tool in WebGL for IBM's System G – full paper at CHI 2017.

Founder & CTO, **WaiMai Online**, Hangzhou, China — 2010 – 2013
Founded one of the earliest online meal ordering platforms in China (ele.me was our competitor).
Managed a team of 15 engineers and sales staff and grew the customer base to over 40 restaurants.

Skills

Full-stack development	Python, Flask, JavaScript, HTML/CSS, jQuery
Data visualization	D3.js, Vega, WebGL, Tableau
Data science	NumPy, scikit-learn, PySpark

Selected Publications

EventAction: A Visual Analytics Approach to Explainable Recommendation for Event Sequences
F Du, C Plaisant, N Spring, K Crowley, B Shneiderman. ACM Transactions on Interactive Intelligent Systems, 2019. ★ **TiiS Best Paper of 2019 (top 1)**

Finding Similar People to Guide Life Choices: Challenge, Design, and Evaluation
F Du, C Plaisant, N Spring, B Shneiderman. SIGCHI Conference on Human Factors in Computing Systems, 2017. ★ **Honorable Mention Award (top 5%)**

Coping with Volume and Variety in Temporal Event Sequences: Strategies for Sharpening Analytic Focus
F Du, B Shneiderman, C Plaisant, S Malik, A Perer. IEEE Transactions on Visualization and Computer Graphics, 2017. ★ **Licensed by 5+ Corporations**

Visualizing Uncertainty and Alternatives in Event Sequence Predictions
S Guo (intern), **F Du**, S Malik, E Koh, et al. SIGCHI Conference on Human Factors in Computing Systems, 2019. ★ **Covered by Forbes**