

# Fan Du

Sr. Research Scientist at Adobe, Data Insights  
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## EDUCATION

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- 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  
Designed and built: [EventFlow](#) | [EventAction](#) | [PeerFinder](#)  
★ 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

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- Senior Research Scientist, Adobe Research, San Jose, CA* 2018 – Present  
Led a team of 5 research scientists on data insight initiatives for Adobe Data Platform and Adobe Analytics.  
Coordinated team 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).  
Designed and built: [Automatic Chart Captioning](#) | [Intelligent Journey Pathing](#) | [Chart Recommender](#).  
★ Presented 3 keynote demos at Adobe Summit (100K+ audience): [#KPIPop](#) | [#SegmentTuner](#) | [#JourneyGenius](#).
- 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.
- Co-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

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

## SELECTED PUBLICATIONS

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- 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](#)