

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
★ 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, React
- Data visualization** D3.js, WebGL, Vega, 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. ★ **Adobe Summit Demo | Forbes News**
- A Visual Analytics Approach for Exploratory Causal Analysis: Exploration, Validation, and Applications**
X Xie (intern), F Du, Y Wu. IEEE Transactions on Visualization and Computer Graphics, 2020. ★ **Adobe Summit Demo**