

# 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

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

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*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 – [#KPIPpop '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

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**Full-stack development** Python, Flask, JavaScript, HTML/CSS, jQuery

**Data visualization** D3.js, Vega, WebGL, Tableau

**Data science** 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. ★ [TiS 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](#)