

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 – [#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

- 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](#)