

RESEARCH INTEREST

With a critical mindset, my research interest focuses on possibilities for using smart agents, augmented reality and tangible interface to promote Al Literacy, enable playful learning and ethically use of Al. Using research-through-design and speculative design as approaches, my recent work also explores the positive and ethical implications of Al, IoT, persuasive technology, and Human-robot(agent) interaction.

WORK EXPERIENCE

YITU Tech | User Experience Design Intern

7 months | 2019-20

- Researched the potential innovative applications of YITU's core AI technologies and strategies in new retail/IoT/Robot and reported to the Chief Innovation Officer.
- Designed a brand new Al medical product empowering doctors to train and use machine learning algorithms to conduct research and assist clinical diagnosis.
- Led the UI/UX redesign of a face recognition smart security product for the Public Security Bureau for monitoring and early warning.
- Designed and prototyped the face recognition interface for Guiyang subway Automatic Fare Collection system.

designaffairs | Industrial Design Intern

3 months | 2017

- Opened up a new sanitary market segment through market, trend and user research for Panasonic.
- Designed smart home appliances. Helped a Fortune 500 German brand cross-domain transform into Chinese market. One design feature in my proposal was selected and merged into the final design.

imonkey | Design & Research Intern

3 months | 2017

- Conducted market research, user persona and hand tool design. Successfully promoted follow-up cooperation with the client.
- Organized participatory design workshop for new power tools development.

PROJECT EXPERIENCE

Domesticated Domesticator

Solo Work | RCA | 2020

Speculative research-through-design - a fictional service and speculation, envisioning an unfinished smart object that actively upgrades itself to domesticate its user in order to persuasively grab the right to consume from the user and survive in the market.

- Investigated how human's relationships with robots(agent) evolving through time.
- Questioned the ethical use of persuasive technology and ethical positions of Al designers who initiate these innovations.
- Conducted thing ethnography study by attaching real sensors to ordinary domestic items. Tested the concept by running the fictional service in real world.

Expressive Machine

Solo Work | RCA | 2020

Research on proposing new expressive nonverbal channels for Conversational Agents to establish accurate user expectations and help user perceive system intelligence.

- The user often set unrealistic expectations of CA capability and their interaction with CA remains passive while voice works as the major channel for expression.
- Studied how different modalities(Cryptic Coloration, Smell, Skin Texture, Subtle Gesture) can enhance the expressive spectrum of machines for social interaction.
- Developed 5+ voice control functional prototypes with different modalities to collect users' feedback and iterated base on the feedback.

Doodle Pet

Solo Work | RCA | 2019

Design a machine learning tool to explore how to educate children to learn and create with AI, democratizing AI and allowing them to take control of it in a playful way.

- Creativity is an essential skill in the era of AI, but it plummets as Children enter elementary school - Studied their creativity and cognitive development with age.
- Developed a real-time AI recommendation drawing interface based on Pix2Pix and packaged it into a virtual pet app to test with children and parents.

Portfolio

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EDUCATION

M.A in Design Products + Futures
Royal College of Art, London

From September 2018 to July 2020

B.F.A in Product Design - GPA 3.92/4.00 No.1

Parsons School of Design, New York From January 2017 to May 2017

B.E in Industrial Design

*D&I - Tongji University, Shanghai*From September 2014 to June 2018

HONORS & AWARDS

Golden & Silver A' Design Award

2018-19, A' Design Award x 4

S Assessment

"Industrial Design Workshop" at Chiba University

2nd Academic Scholarship

2017, D&I, Tongji University

Distinction Graduation Project

2018, D&I, Tongji University

Winner

2017, DYSON "Mission to Mars" Challenge

2nd Prize

Dafen International Maker Competition

SKILLS

Research & Analysis

Design Research
Usability Testing
Affinity Diagram
Journey Map

Ethnography Study Wizard of Oz Interview / Survey Participatory Design

Design

Adobe Creative Suites Rhinoceros / Keyshot

Sketch / Figma / Principle Cinema 4D / V-ray

Solidworks

Development

HTML / CSS / JS
Wekington/ Punway A

Python / Machine Learning

Wekinator/ Runway ML Processing Unity / C# P5.js

Arduino Raspberry Pi

Grasshopper

EXHIBITIONS



Trajectories III Exhibition

2020, Watermans Arts Centre, London



Milan Design Week 2020

2020, Ventura Future, Milan, Italy



London Design Week 2020

2020, Brompton Design District, London



FutureLab 2020

2020, West Bund Artistic Center, Shanghai

Guorong Luo, October 2020.