

K. J. Kevin Feng

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Research Interests

Human-computer interaction: social and collaborative computing, interactive machine learning.

Education

- 2021 – **University of Washington**, Seattle, WA
Ph.D. Human Centered Design & Engineering
Advisors: David W. McDonald (HCDE), Amy X. Zhang (CSE)
- 2021 – 2023 M.S. Human Centered Design & Engineering
- 2017 – 2021 **Princeton University**, Princeton, NJ
B.S.E. Computer Science, Magna cum laude
Thesis: *Lowering the Barrier for Web Advertisement Research at Scale*
Advisor: Arvind Narayanan
Minors: technology & society, visual arts
- 01 – 05 2020 **National University of Singapore**, Singapore
Study Abroad, Computer Science

Publications

* denotes equal contribution.

REFEREED CONFERENCE AND JOURNAL PAPERS

- [c.8] Inyoung Cheong, King Xia, **K. J. Kevin Feng**, Quan Ze (Jim) Chen, Amy X. Zhang. (A)I Am Not a Lawyer, But...: Engaging Legal Experts towards Responsible LLM Policies for Legal Advice. *ACM Conference on Fairness, Accountability, and Transparency (FAccT '24)*. Rio de Janeiro, Brazil. June 2024. [22.9% acceptance rate].
- [c.7] **K. J. Kevin Feng**, Xander Koo, Lawrence Tan, Amy S. Bruckman*, David W. McDonald*, Amy X. Zhang*. Mapping the Design Space of Teachable Social Media Feed Experiences. *ACM Conference on Human Factors in Computing Systems (CHI '24)*. Honolulu, HI. May 2024. [26.3% acceptance rate].
- [c.6] **K. J. Kevin Feng**, Nick Ritchie, Pia Blumenthal, Andy Parsons, Amy X. Zhang. Examining the Impact of Provenance-Enabled Media on Trust and Accuracy Perceptions. *Proceedings of the ACM on Human-Computer Interaction (CSCW '23)*. Minneapolis, MN. October 2023. [32.7% acceptance

rate].

- [c.5] **K. J. Kevin Feng**, Maxwell James Coppock, David W. McDonald. How Do UX Practitioners Communicate AI as a Design Material? Artifacts, Conceptions, and Propositions. *ACM Conference on Designing Interactive Systems (DIS '23)*. Pittsburgh, PA. July 2023. [24.0% acceptance rate].
- [c.4] **K. J. Kevin Feng**, Tony W. Li, Amy X. Zhang. Understanding Collaborative Practices and Tools of Professional UX Practitioners in Software Organizations. *ACM Conference on Human Factors in Computing Systems (CHI '23)*. Hamburg, Germany. April 2023. [28.4% acceptance rate].
- [c.3] **K. J. Kevin Feng**, David W. McDonald. Addressing UX Practitioners' Challenges in Designing ML Applications: an Interactive Machine Learning Approach. *ACM Conference on Intelligent User Interfaces (IUI '23)*. Sydney, Australia. March 2023. [24.1% acceptance rate].
- [c.2] **K. J. Kevin Feng**, Kevin Song, Kejing Li, Oishee Chakrabarti, Marshini Chetty. Investigating How University Students in the United States Encounter and Deal With Misinformation in Private WhatsApp Chats During COVID-19. *Eighteenth Symposium on Usable Privacy and Security (SOUPS '22)*. Boston, MA. August 2022. [27.8% acceptance rate].
- [c.1] Ruoxi Shang, **K. J. Kevin Feng**, Chirag Shah. Why Am I Not Seeing It? Understanding Lay Users' Needs in Counterfactual Explanations for Everyday Recommendations. *ACM Conference on Fairness, Accountability, and Transparency (FAccT '22)*. Seoul, South Korea. June 2022. [25.2% acceptance rate].

WORKSHOP PAPERS AND POSTERS

- [w.4] **K. J. Kevin Feng**, Quan Ze (Jim) Chen, Inyoung Cheong, King Xia, Amy X. Zhang. Case Repositories: Towards Case-Based Reasoning for AI Alignment. *AI Meets Moral Philosophy and Moral Psychology (MP2) workshop @ NeurIPS '23*. New Orleans, LA. December 2023.
- [w.3] **K. J. Kevin Feng**, David W. McDonald, Amy X. Zhang. Teachable Agents for End-User Empowerment in Personalized Feed Curation. *Knight First Amendment Institute symposium: Optimizing for What? Algorithmic Amplification and Society*. New York City, NY. April 2023. [18.9% acceptance rate].
- [w.2] **K. J. Kevin Feng***, Alice Gao*, Johanna S. Karras*. Towards Semantically Aware Word Cloud Shape Generation. *Adjunct Proceedings of the ACM Symposium on User Interface Software and Technology (UIST '22)*. Bend, OR. October 2022.
- [w.1] **K. J. Kevin Feng**, Amy X. Zhang. From Handoffs to Co-Creation: Deepening Collaboration between Designers, Developers, and Data Science Workers in UX Design. *InContext Workshop @ CHI '22*. New Orleans, LA. May 2022.

THESES AND NON-REFEREED PAPERS

- [n.1] **K. J. Kevin Feng.** Lowering the Barrier for Web Advertisement Research at Scale. *Princeton University Department of Computer Science*. Princeton, NJ. April 2021.

PAPERS IN SUBMISSION

K. J. Kevin Feng, Q. Vera Liao, Ziang Xiao, Jennifer Wortman Vaughan, Amy X. Zhang, David W. McDonald. [On designers engaging with LLMs as an adaptable design material].

Research Experience

- 06 – 09 2023 Research Intern, **Fairness, Accountability, Transparency, and Ethics (FATE) Group, Microsoft Research**, Montréal, Canada
Host: Q. Vera Liao
LLMs as UX design material.
- 01 2022 – Graduate Research Assistant, **Paul G. Allen School of Computer Science & Engineering, University of Washington**, Seattle, WA
Advisor: Amy X. Zhang
Social media feed curation via machine teaching. [c.7, w.3].
- 09 2021 – Graduate Research Assistant, **Human Centered Design & Engineering, University of Washington**, Seattle, WA
Advisor: David W. McDonald
Interactive machine learning for UX practitioners to design ML-enabled applications. [c.3, c.5].
- 08 2020 – Visiting Undergraduate Researcher, **University of Chicago AIRLab**, Remote
07 2021 *Host: Marshini Chetty*
COVID-19 misinformation in private WhatsApp chats [c.2].
- 06 2020 – Undergraduate Researcher, **Center for Information Technology Policy**, Princeton, NJ
06 2021 *Advisor: Arvind Narayanan*
AdOculus: a search platform and dataset for analyzing ads on the web, aided by computer vision [n.1].

Awards & Honours

- 2023 OpenAI Democratic Inputs to AI grant
1 of 10 teams selected from 860+ worldwide.
- 2022 UW Herbold Fellowship
1 of 7 selected from UW College of Engineering.
- 2020 Princeton Council for Science and Technology Independent Project Award

2020	Princeton Office of Undergraduate Research Summer Research Award
2019	IDEO CoLab Fellowship Finalist
2018	Keller Center for Innovation in Engineering Education Summer Fellow

Invited Talks & Panels

2024	Canvil: Supporting Designerly Model Adaptation in LLM-Powered User Experiences Guest lecture, HCDE 598: Human-Centeredness in Generative AI Case Repositories: Towards Case-Based Reasoning for AI Alignment OpenAI Forum: Collective Alignment
2023	Teachable Agents for End-User Empowerment in Personalized Feed Curation Machine Intelligence and Normative Theory (MINT) Lab, Australian National University Canvil: Supporting Designerly Model Adaptation in LLM-Powered User Experiences UW HCDE Academic Research Seminar Microsoft Research Montréal Microsoft Research FATE Group Microsoft Research HCI Seminar [Panel] Empirical look at user behavior <i>Optimizing for What? Algorithmic Amplification and Society</i> , Knight First Amendment Institute
2022	User Perceptions of Media in Provenance-Enabled Social Media Feeds Coalition for Content Provenance and Authenticity (C2PA) Technical Working Group
2021	Lowering the Barrier for Web Advertisement Research at Scale Princeton Research Day Princeton CITP Works in Progress Reading Group
2020	User Interface Design, Prototyping, and Testing Princeton ACM
2019	Introduction to User Interface Design HackPrinceton 2019
2018	Introduction to User Interface Design HackPrinceton 2018

Service

2021 –	Program Committee: FAccT 2024 Reviewing: UIST 2022, CSCW 2023–2024*, CHI 2023–2024, CHI LBW 2024*, DIS 2023* <i>* recognition for outstanding review(s).</i> Student Volunteer: IUI 2022, UIST 2022, CHI 2023 Departmental Service: HCDE PhD Visit Days session leader, HCDE PhD orientation student panelist, HCDE PhD application reviewer
2020 – 2021	Organizer, Princeton intersession course on ethical technology
2019 – 2021	First-year engineering student advisor, Princeton School of Engineering and Applied Science
2018 – 2021	Founder, Rehack (reverse hackathon for development of more socially responsible technologies)

Mentoring

- 2024– **Nathaniel Moreland; Ashley Peris; Weizi Wu**, UW CSE BS, working on analyzing custom feeds on Bluesky.
- 2023– **Lawrence Tan**, UW CSE BS, co-authored [c.7].
- 2022–2023 **Tony Li**, UW HCDE MS, co-authored [c.4].
Afterwards: PhD student at UCSD CSE.
- 2022–2023 **Maxwell Coppock**, UW HCDE BS, co-authored [c.5].
Afterwards: MS student at UW MHCI+D.
- 2022 **Amodini Khade**, UW HCDE MS.
- 2022 **Katrina Vergara**, UW HCDE MS.
Afterwards: Product Manager at Microsoft.

Industry Work Experience

- 06 – 09 2022 Program Manager Intern, **Responsible AI, Azure Machine Learning, Microsoft**, Bellevue, WA
Conducted research on the role of machine learning scorecards in facilitating multi-stakeholder conversations about model deployment.
- 06 – 08 2021 Program Manager Intern, **Data Platforms + Growth, Microsoft**, Remote
Launched UI for data analysts to better organize and take action on their data.
- 06 – 08 2019 Product Management Intern, **The Muse**, New York, NY
Built and launched new job search recommendation feature with a team of 2 engineers and a designer.
- 06 – 08 2018 Product Design Intern, **Solomoto**, Tel Aviv, Israel
Data dashboard design for small business management SaaS platform.

Skills

Technical: Python, JavaScript, Java, Unity, C, OCaml, Go, SQL, \LaTeX .

Other: Adobe Creative Suite, Figma, qualitative and quantitative research methods, laser cutting, art exhibition installation, bookbinding, photography.