

# 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  
Co-advisors: David W. McDonald (HCDE), Amy X. Zhang (CSE)
- 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  
Visiting Student, Computer Science

## Publications

\* denotes equal contribution.

### REFEREED CONFERENCE AND JOURNAL PAPERS

- [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.
- [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.3] **K. J. Kevin Feng**, David W. McDonald, Amy X. Zhang. Teachable Agents for End-User Empowerment in Personalized Feed Curation. *Optimizing for What? Algorithmic Amplification on Society, a Knight First Amendment Institute symposium*. 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 at ACM Conference on Human Factors in Computing Systems (CHI '22)*. New Orleans, LA. May 2022.

#### THESES AND NON-REFEREED PAPERS

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

## Research Experience

- 06 – 09 2023 Research Intern, **Fairness, Accountability, Transparency, and Ethics (FATE) Group, Microsoft Research**, Montréal, Canada  
*Host: Q. Vera Liao*  
 Language models as a 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.

- 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.
- 08 2020 – Visiting Undergraduate Researcher, **University of Chicago AIRLab**, Remote  
07 2021 *Advisor: Marshini Chetty*  
Investigating How University Students in the United States Encounter and Deal With Misinformation in Private WhatsApp Chats During COVID-19 [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].
- 05 – 08 2020 Visiting Undergraduate Researcher, **Fluid Interfaces Group, MIT Media Lab**, Remote  
*Host: Nataliya Kosmyna*  
User-centered data visualizations for EEG and EOG sensing smart glasses.
- 02 – 04 2020 Research Engineer Intern, **Smart Systems Institute, National University of Singapore**, Singapore  
*Host: Chor Guan Teo*  
Assisting dentists in intraoral radiography using augmented reality on a mobile device.
- 09 2019 – Undergraduate Researcher, **Department of Computer Science, Princeton University**, Princeton, NJ  
01 2020 *Advisor: Adam Finkelstein*  
Photo-based audio recovery for sonorines (early 20th century precursor to vinyl records).

## Awards & Honours

- 2023 OpenAI Democratic Inputs to AI grant  
*1 of 10 teams selected from 800+ worldwide.*
- 2022 UW Herbold Fellowship  
*1 of 7 selected from UW College of Engineering.*
- 2021 Princeton Research Day Faculty Highlighted Project (Computer Science)
- 2020 Princeton Council for Science and Technology Independent Project Award
- 2020 Princeton Office of Undergraduate Research Summer Research Award
- 2019 IDEO CoLab Fellowship Finalist  
*1 of 35 selected from Eastern US.*
- 2018 Keller Center for Innovation in Engineering Education Summer Fellow

## Talks & Panels

04 2023	<b>Panel: Empirical look at user behavior</b> , <i>Optimizing for What?</i> Symposium by the Knight First Amendment Institute
06 2022	<b>User Perceptions of Media in Provenance-Enabled Social Media Feeds</b> , Coalition for Content Provenance and Authenticity (C2PA) Technical Working Group
04 2021	<b>Lowering the Barrier for Web Advertisement Research at Scale</b> , Princeton CITP, Princeton Research Day
04 2020	<b>User Interface Design, Prototyping, and Testing</b> , Princeton ACM Chapter
12 2019	<b>Photo-based Audio Recovery Using Image Processing and Computer Vision Techniques</b> , Department of Computer Science, Princeton University
11 2018, 11 2019	<b>Introduction to User Interface Design</b> , HackPrinceton 2018 + 2019

## Service

2021 –	<b>Reviewing:</b> UIST 2022, CSCW 2023, CHI 2023, DIS 2023 <b>Student Volunteer:</b> IUI 2022, UIST 2022, CHI 2023 <b>Departmental Service:</b> HCDE Visit Days 2023 session leader
2020 – 2021	Organizer, Princeton intersession course on ethical technology
2019 – 2021	Princeton School of Engineering First-Year Student Advisor
2018 – 2021	Founder, Rehack (reverse hackathon for development of more socially responsible technologies)

## Mentoring

2023–	<b>Lawrence Tan</b> , UW CSE BS, working on teachable social media feed experiences.
2022–2023	<b>Tony Li</b> , UW HCDE MS, co-authored [c.4]. <i>Afterwards:</i> PhD student at UC San Diego CSE.
2022–2023	<b>Maxwell Coppock</b> , UW HCDE BS, co-authored [c.5].
2022	<b>Amodini Khade</b> , UW HCDE MS.
2022	<b>Katrina Vergara</b> , UW HCDE MS. <i>Afterwards:</i> Product Manager at Microsoft.

## Industry Work Experience

06 – 09 2022	Program Manager Intern, <b>Microsoft, Responsible AI Tools</b> , 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, <b>Microsoft, Data Platforms + Growth</b> , Remote Launched UI for data analysts to better organize and take action on their data.
09 2018 – 06 2021	Lab Assistant, <b>Princeton Digital Learning Lab</b> , Princeton, NJ

Helped students make the most use of in-lab programming and design tools for their academic and personal projects.

o6 – o8 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.

o6 – o8 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.