

# LEONARD HOON

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## SKILLS & TECHNICAL PROFICIENCIES

- COMMUNICATION**
  - Author and reviewer of multiple peer reviewed academic publications.
  - People's Choice for the 3 Minute Thesis Competition, presenting my Ph.D. in a single slide.
- LEADERSHIP**
  - Awarded Corporal First Class in the Singapore Armed Forces.
  - Recruiter, trainer and chair for student volunteers at multiple academic conferences.
- TEAMWORK**
  - Active collaborator with start-ups regarding information relevance and usability research.
  - Heuristic evaluator with Swinburne Software Innovation Lab project teams.
- PROBLEM SOLVING**
  - Autonomously finding research gaps and bridging them toward a Ph.D.
  - Lecturer for final year project teams building systems for production with usability in mind.
- LANGUAGES/MARKUP:** C++, C# ASP.NET, Objective-C, HTML/CSS, Java, JavaScript, JSON, LaTeX, PHP, SQL, XML/XSL.
- CORE COMPETENCIES:** Big Data Analytics, Multi-threaded Software, Natural Language Processing, Qualitative & Quantitative Research, Software Development & Engineering, Usability & User Experience.
- SOFTWARE TOOLS:** Adobe Dreamweaver & Fireworks, Eclipse, Git, Microsoft Office Suite, SQL Server & Visual Studio, MySQL, SVN, Xcode.

## EXPERIENCE

- AUG 2013 – CURRENT:** **Researcher, Swinburne NICTA Software Innovation Lab** (formerly R & D Software Group)  
Researcher and Writer in Human-Computer Interaction, Healthcare and Information Systems fields. Liaison and collaborator lead with national and international researchers.
- FEB 2010 – CURRENT:** **Sessional Academic, Swinburne University of Technology, Australia**  
Assessor, Lecturer, Supervisor and Tutor for Configuring Business Information Systems, Introduction to Programming, Software Project Practices & Management and Usability.
- Nov 2012 – AUG 2014:** **Student Volunteer Chair, Academic Conferences (ASWEC, OZCHI, VLHCC)**  
Performed *recruiting, selection, training and scheduling* local and international volunteers, and *managed operations* amongst Chairs, Organisers, F&B providers, and other entities.
- FEB 2011 – MAR 2011** **Contract Analyst Developer, Lookout Mobile, Australia**  
Effected App Store submissions and content updates for existing apps. Served as analyst to new clients to *guide conceptualisation, functional specification and prototyping* of their ideas.
- AUG 2010 – Nov 2010:** **Intern Application Developer, Long Weekend LLC**  
*Developed and published two apps* to the App Store, assisted clients in *refining the concept, look and feel* of their product, and *contacted publications* to invite product coverage.
- JUN 2006 – JUN 2008:** **Corporal First Class, Armour Infantry Trooper, 46<sup>th</sup> Singapore Armoured Regiment**  
Commanded up to thirty men; trained new Privates in safety, operations, munitions, tactics and vehicles. 2<sup>nd</sup> in Charge for equipment *distribution, logistics and repairs* on deployment.

## PROJECTS

### Ph.D. Research: Extracting Signal from the Noise of User Reviews

My thesis will outline the construction of a review model based on observed generalizable patterns. Supported by Semantic and Sentiment analysis, this model allows companies to benchmark review growth and evolution, inferring insight about app adoption and user expectations.

### Swinburne NICTA Software Innovation Lab: Trauma Reception & Resuscitation

By working with The Alfred's Trauma Centre, we collaboratively developed a Decision Support System with a unique algorithmic knowledge base that can be enriched by end users. Since deployment in the Trauma Ward, we observe 80% reduction in blood administered to patients, 21% reduction in errors of omission and 3 hours less time spent in trauma.

## ACHIEVEMENTS & AWARDS

- 2014:** **Invited Speaker** for 36<sup>th</sup> Crest Open Workshop, University College London  
**2013:** **People's Choice Winner** for Swinburne 3 Minute Thesis Competition  
**2011:** Faculty of ICT **Dean's Award Nominee**  
**2010:** **Image Direct Award** for most outstanding student in Internship Project  
**Certificate of Achievement** for Internship Project for highest achieving student  
**Certificate of Achievement** for Research Methods for highest achieving student  
**2009:** **Ultradata Award** for highest achieving student for Advanced .NET Programming  
**Faculty of ICT Award** for most outstanding final year student in BSc(InfTech)  
**Certificate of Achievement** for Advanced .NET Programming for highest achieving student  
**2005:** **3<sup>rd</sup> place** in Temasek Polytechnic Information Technology Power Point Presentations 2005

## EDUCATION

- MAR 2012 – MAR 2016** **Doctor of Philosophy (CompSc), Swinburne University of Technology, Australia**  
(EXPECTED): Researcher in *Data Analytics, Mobile, Natural Language Processing* and *User Reviews*.  
**FEB 2010 – NOV 2010:** **Master of Information Technology, Swinburne University of Technology**  
Achieved a *High Distinction (>85%) average* for the course.  
**FEB 2009 – NOV 2009:** **Bachelor of Science (InfTech), Swinburne University of Technology**  
Achieved a *High Distinction (>85%) average* for the course.  
**JAN 2003 – JAN 2006:** **Diploma in Information Technology (E-ComTech), Temasek Polytechnic, Singapore.**  
**JAN 1998 – DEC 2002:** **Singapore-Cambridge GCE O-Level, St. Patrick's School, Singapore.**

## PUBLICATIONS

- L. Hoon, K. Mouzakis, R. Vasa, F.T.C. Tan, M. Fitzgerald, "Examining the Role of IS Affordances in Enabling Time Critical Clinical Practices: An Information Processing Perspective," in Proc. 25th Australasian Conference on Information Systems, Dec. 2014.
- L. Hoon, R. Vasa, G. Y. Martino, J.-G. Schneider, K. Mouzakis, "Awesome! Conveying Satisfaction on the App Store," in Proc. 25<sup>th</sup> Australian CHI Conference, pp. 229–232, Nov. 2013.
- K. Mouzakis, L. Hoon, and R. Vasa, "Socrates Mobile App Review Dataset," Swinburne Research Bank, Nov. 2013.
- L. Hoon, R. Vasa, J.-G. Schneider, and J. Grundy, "An Analysis of the Mobile App Review Landscape: Trends and Implications," in Swinburne Research Bank, Jul. 2012.
- L. Hoon, R. Vasa, J.-G. Schneider, and K. Mouzakis, "A Preliminary Analysis of Vocabulary in Mobile App User Reviews," in Proc. 24th Australian CHI Conference, pp. 245–248, Nov. 2012.
- S. Pace, L. Hoon, and C. J. Woodward, "Simulated Influence of User Interaction with Mobile Devices Amongst Pedestrians," in Proc. 24th Australian CHI Conference, pp. 449–458, Nov. 2012.
- R. Vasa, L. Hoon, K. Mouzakis, and A. Noguchi, "A Preliminary Analysis of Mobile App User Reviews," in Proc. 24th Australian CHI Conference, pp. 241–244, Nov. 2012.
- J.-G. Schneider, R. Vasa R, L. Hoon, "Do Metrics Help to Identify Refactoring?," in Proc. Joint ERCIM Workshop on EVOL/IWPSE, pp. 3–7, Sep. 2010.

## PROFESSIONAL MEMBERSHIPS

- 2011 – Present:** **Golden Key International Honor Society**, Swinburne University of Technology Chapter Member.  
**2010 – Present:** **National Tertiary Education Union (NTEU)**, Casual Member

## INTERESTS

- Carpentry (Furniture making & Luthiery)
- Music (Semi-Pro Bassist & Guitarist)
- Interior Architecture & Design
- Science Fiction and Fantasy Novels