LEONARD HOON

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EXPERIENCE

Researcher, Swinburne NICTA Digital Innovation Lab, Australia

AUG 2013 – DEC 2015:   Research areas: Human-Computer Interaction, Healthcare and Information Systems fields.
- Applied PhD research for company acquisition reports
- Produced one conference and one journal publication
- Ran heuristic evaluation and usability tests for the `Dementia Friendly Home App'

Sessional Academic, **Swinburne University of Technology, Australia**

FEB 2010 – DEC 2015:   Developed and deliver materials for the Usability component of Final Year Projects. Delivered material and assessed work for:
- Algorithmic Problem Solving
- Introduction to Programming
- Usability
- Configuring Business Information Systems
- Software Project Practices & Management

Student Volunteer Chair, Academic Conferences (ASWEC, OZCHI, VLHCC)

NOV 2012 – AUG 2014:   Performed recruiting, selection, training and scheduling local and international volunteers, and managed operations amongst Chairs, Organisers, F&B providers, and other entities.

Contract Analyst Developer, **Lookout Mobile, Australia**

FEB 2011 – MAR 2011:   Effected App Store submissions and content updates for `Deloitte Leadership Training' app. Helped clients to refine their app concepts, functional scope, mock ups and prototypes.

Intern Application Developer, Long Weekend LLC

AUG 2010 – NOV 2010:   Developed and published `The Photo is now Diamonds' and earlier versions of `Swinburne ATAR Calculator' to the App Store. Assisted clients in concept refinement, experience design and reached out to publications for product coverage.

Corporal First Class, Armour Infantry Trooper, 46th Singapore Armoured Regiment

JUN 2006 – JUN 2008:   2nd in Charge for equipment *distribution, logistics and repairs* on deployment.

EDUCATION

Doctor of Philosophy (Computer Science), Swinburne University of Technology, Australia

2014:   Invited Speaker for 36th Crest Open Workshop, University College London

2013:   People's Choice Winner for Swinburne 3 Minute Thesis Competition

Master of Information Technology, Swinburne University of Technology, Australia

2011:   Dean's Award Nominee, Faculty of ICT

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

Bachelor of Science (Information Technology), Swinburne University of Technology, Australia

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

Diploma in Information Technology (E-Commerce Technology), Temasek Polytechnic, Singapore.

PH.D.: EXTRACTING SIGNAL FROM THE NOISE OF USER REVIEWS

This thesis demonstrates that the majority of app reviews, when read in isolation, do not yield developers much actionable feedback. Over 8.7 million reviews are studied from a statistical, vocabulary and user perspective to offer an app benchmarking framework, an app review model and search space reduction strategies toward identifying useful reviews that inform project expectations, priorities and scoping.

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.

PUBLICATIONS

▪ L. Hoon, M. A. Rodriguez-García, R. Vasa, R. Valencia-García, and J.-G. Schneider, "App Reviews: Breaking the User and Developer Language Barrier," in Trends and Applications in Software Engineering, vol. 405 of Advances in Intelligent Systems and Computing, pp. 223–233, 2015.

▪ L. Hoon, F. T. C. Tan, R. Vasa, K. Mouzakis, and M. Fitzgerald, "ICT-Enabled Time-Critical Clinical Practices: Examining the Affordances of an Information Processing Solution," Australasian Journal of Information Systems, vol. 19, 2015.

▪ 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. 25th 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.

INTERESTS

▪ Carpentry (Furniture making & Luthiery)

▪ Interior Architecture & Design

▪ Music (Semi-Pro Bassist & Guitarist)

▪ Science Fiction and Fantasy Novels