

YUMENG HOU

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Nationality: Chinese | Residence: Swiss Work Permit B

[LinkedIn] | [Homepage] | [Google Scholar]

Summary

- Skilled in technical product design and agile R&D project management, with expertise in media cloud PaaS/SaaS, office automation, and creative tech solutions.
- Research and industry experience in interdisciplinary fields, such as computational archives, cultural user experience, digital heritage, visual analytics, IoT/connected device, and mixed reality.
- Intrapreneurial and entrepreneurial mindsets combined with problem-solving and collaborative team-player attitudes.

Professional Experience

Digital Humanities Researcher Laboratory for Experimental Museology (eM+), EPFL, Switzerland	10/2020 – 09/2024
<ul style="list-style-type: none">• Leading research in audiovisual archiving, knowledge engineering, visual analytics and cultural AI.• Coordinating international research collaborations, workshops, symposiums, and outreach activities.• Lecturing in digital humanities postgraduate courses and supervising applied research projects.	
Creative Tech Lead / Advisory Board _box lab, Hangzhou/Remote, China [company page]	11/2019 – 10/2020
<ul style="list-style-type: none">• Directing project specifications and technical solutions for enhancing visitor interactivity and engagement in exhibitions, museums, schools, and commercial events.• Setting up procedures and standards for technical development, implementation, and quality assessment.• (part-time, 10/2020 – present) Advising on state-of-the-art creative technology solutions.	
Technical Product Manager / R&D Project Manager Alibaba Cloud, Hangzhou, China [company page]	10/2017 – 10/2019
<ul style="list-style-type: none">• Product owner for Real-time Communication (RTC) and Live-streaming cloud services (\$MM revenue).• R&D project manager and scrum master for RTC and interactive live-streaming SDKs, coordinating with 20+ technical experts, as well as business development specialists and account managers.• Conducting business analytics and market research for CDN and Cloud Media Services business unit.	
Digital Strategist (part-time) NewStyle Media Group, Beijing/Hangzhou, China [company page]	12/2019 – 09/2020
<ul style="list-style-type: none">• Leading solution architecture and product design for an office automation platform.• Providing strategic advisory for digital transformation and data-driven business intelligence.	
Digital Consumer Analyst EMEA (intern) Procter & Gamble, Geneva, Switzerland [company page]	08/2016 – 01/2017
<ul style="list-style-type: none">• Conducting R&D on automated business reporting procedures and prototype a solution platform.• Conducting algorithmic research for automated customer relationship management email campaigns.	
Co-Founder & Lead Software Engineer (startup project) HIBACHI, Lausanne, Switzerland [company page]	10/2015 – 10/2018
<ul style="list-style-type: none">• Developing the product from inception to business validation.• Pitching to investors and incubators in Hong Kong and Switzerland.	

Education

Docteur ès Sciences (PhD), specializing in digital museology computational humanities Laboratory for Experimental Museology+ (eM+), EPFL, Switzerland	10/2020 – 08/2024
Master of Science in Computer Science School of Computer and Communication Sciences, EPFL, Switzerland	09/2015 – 10/2017
Bachelor of Engineering in Digital Media Technology College of Computer Science and Technology, Zhejiang University, China	08/2010 – 06/2014
Exchange Student in Human-Computer Interaction Department of Computer and Systems Sciences, Stockholm University, Sweden	08/2013 – 01/2014

Grants and Awards

Nomination for EPFL Doctorate Award 2024/2025: Recognition for exceptional doctoral work (pending final decision).
Finalist for Best Paper Award, Digital Humanities 2023: Recognition of high-quality research by an emerging scholar.
PI, EPFL-SNFS Doc.Mobility Grant 2022 (~€13k): A funding program to support a promising research stay abroad.
PI, Swissuniversities Support Program 2021 (~€9k): funds for organising a Digital Humanities PhD Seminar.
Recipient of the EuropeanaTech 2023 Conference Travel Bursary Award (~€600).
Lead Researcher, EPFL-UNIL CROSS Grant for Collaborative Research on Science and Society 2021-2022 (~€60k).

Service Activities

Conference Services (selected)

- Program Committee, *2nd International Conference on AI-generated Content (AIGC)*, Beijing, 21-22 Dec 2024
- Session Chair, *New Paradigms for Accessing and Curating Audiovisual Collections*, Lausanne, 28-29 Sep 2023
- Coordinator, *Beyond Search: Opening Up Audiovisual Content for Humanities Studies*, Lausanne, 25-26 Sep 2023
- Fundraiser & Coordinator, *PhD Seminar on Human Factors in Digital Humanities*, Lausanne, 2-3 Dec 2021

Keynote Speaker for High-Impact Conferences

- The 5th International Martial Studies Conference, Aug 25 2024, Taipei
- Seminar on Digital Preservation of Cultural Heritage, Jan 5 2024, Renmin University of China, Beijing
- The 4th International Martial Studies Conference, Nov 30 2022, Guangzhou

Professional Memberships

- PhD Student Representative & Doctoral School Committee Member, EPFL (2021 – 2023)
- Europeana Tech Community & Research Community, Europeana Network Association (2022 – present)
- Member of European Association for Digital Humanities (2023 – present)
- Member of AI4LAM - Artificial Intelligence for Libraries, Archives & Museums (2021 – present)
- Member of ACM - Association for Computing Machinery (2021 – present)

Peer Reviewer for High-Impact Journals

Language and Skills

Language: Mandarin (native), English (proficient), French (intermediate, B1/B2), Cantonese (elementary).

Knowledge Fields: Cultural Heritage, Digital Archives, Semantic Web, Machine Learning, User Experience (UX), Data Visualization, Visual Analytics, VR/AR/XR, Digital/Virtual Museum, Motion Capture, Cloud Solution, HCI

Programming: Python, JavaScript (D3.js, three.js, p5.js), SQL/Cypher, R, Java, processing, HTML/CSS, C++, etc.

Tools: UE4, Unity, Axure, Media Processing (DaVinci, Photoshop, Audition, AI, etc), Neo4j, Knime, MS Office, etc.

Others: Southern Chinese Martial Arts, Archery, Musical Keyboard, Jazz Drumming, Ballet, Yoga

Selected Publications

* Please refer to my [\[Google Scholar\]](#) profile for a comprehensive portfolio

Hou, Y.* & Kenderdine, S. (2024). “Ontology-based Knowledge Representation for Traditional Martial Arts”. *Digital Scholarship in the Humanities*, 39(2), 575-592. [doi: 10.1093/llc/fqae005](#)

Hou, Y.*, Seydou, F., & Kenderdine S. (2023). “Unlocking a multimodal archive of Southern Chinese martial arts through embodied cues”. *Journal of Documentation, Special Issue on AI for Cultural Heritage*. [doi: 10.1108/JD-01-2022-0027](#)

Hou, Y.* & Yuan, L. (2023) “Building a knowledge graph of Chinese kung fu masters from heterogeneous bilingual data”. *Journal of Open Humanities Data*, Vol 9, No. 27, 1-12. [doi: 10.5334/johd.136](#)

Hou, Y.*, Kenderdine S., et al. (2022). “Digitizing Intangible Cultural Heritage Embodied: state of the art”. *Journal on Computing and Cultural Heritage* (SCIE, AHCI), 15(3), No. 55, 1-20. [doi: 10.1145/3494837](#)

Selected Exhibitions, Installations, and Creative Works

Collaborative Researcher. Transforming Lingnan Martial Arts as a Movement and Performing Art through Digital Pedagogy, Interpretation and Performance, 2021-2023. [\[website\]](#)

Co-curator. Digital Experience Centre for Chinese Classical Poetry Culture in Keqiao, 2020-2021. In collaboration with _box Interaction Co. Ltd and Xinhua Zhiyun Technology Co. Ltd. [\[demo\]](#)

Creation Team. *Harper's Bazaar Icons Party Shanghai*, 2021. for interactive installations, with _box Interaction Co. Ltd. [\[demo\]](#)
Natural Origins of The Internet. Data Art, permanent installation at the 2050 Museum of Inspiration, Hangzhou. [\[demo\]](#)

Creator. *ImmerScience*. An immersive, interactive learning space created for Daning International School, Shanghai. [\[demo\]](#)

Creator. *MOOC Learning Flow*. A visualization of online learning clickstream patterns with outcome prediction. [\[demo\]](#)