

SIYAN ZHAO

QUANTITATIVE RESEARCHER

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Work Experience

Facebook

Research Consultant, May 2019 - Oct. 2019

- Scoped research questions and lead qualitative analyses on a cross-cultural survey dataset about social interactions.
- Conducted linear regressions, topic modeling, and thematic analysis.

Facebook

Research Consultant, May 2017 - Aug. 2017

- Worked in a cross-functional team of engineers, product managers, and research managers to prioritize research directions.
- Designed and lead psychophysics studies on perception of haptic phonemes.
- Presented the first set of haptic phonemes to senior researchers and managers.

Disney Research

Research Consultant, Aug. 2015 - Dec. 2015

- Built a haptic toolkit for media designers to easily create haptic experiences.
- Conducted multiple design workshops to iterate the toolkit with designers.

Disney Research

Research Associate, Aug. 2014 - Jul. 2015

- Lead user lab studies to understand how people perceive haptics signals.

University of Pittsburgh Medical Center

UX Research Lead, Jan. 2014 - May 2014

- Worked with doctors, engineers and designers to build a decision aid for emphysema patients to decide if they need a lung transplant.
- Lead user studies, e.g., interviews, observations, and think-aloud sessions, with patients, caretakers, and other stockholders to uncover their needs.

Education

Ph.D. in Human-Computer Interaction

Aug. 2015 - Present

Carnegie Mellon University, School of Computer Science

Advisor: Jason I. Hong, Robert E. Kraut

M.S. in Human-Computer Interaction

Dec. 2020

Carnegie Mellon University, School of Computer Science

B.S. in Cognitive Science and Human-Computer Interaction

May 2014

Carnegie Mellon University, GPA: 3.72 / 4.00

Skills

Programming

Python,
Stata, R, SQL,
HTML/CSS/JavaScript

Research Methods

Surveys, Interviews,
Contextual Inquiry,
Think-Aloud

Statistical Tools

T-test, ANOVA,
Regression, Clustering,
Principal Component Analysis

Design Methods

Persona, Storyboarding,
Wireframing, Prototyping,
Paper Sketching

Selected Publications

What Are Meaningful Social Interactions in Today's Media Landscape? A Cross-Cultural Survey

E. Litt, S. Zhao, R. E. Kraut, M. Burke
2020 Social Media + Society

Coding Tactile Symbols for Phonemic Communication

S. Zhao, A. Israr, F. Lau, F. Abnoui
2018 ACM Proceedings of the Conference on Human Factors in Computing Systems

Intermanual Apparent Tactile Motion and its Extension to 3D Interactions

S. Zhao, A. Israr, M. Fenner, R. L. Klatzky
2017 IEEE Transactions on Haptics

Patents

Machine communication using haptic symbol set

J. Chen, F. Lau, A. Israr, V. P. Chakkabala, R. Turcott,
S. Zhao, F. Abnoui
Filed 2019

Haptic Effect Generation System

A. Israr, A. A. Fritz, Z. T. Schwemler, S. Zhao
Issued May 2019

Customized Haptic Effects

A. Israr, R. L. Klatzky, S. Zhao, J. F. Lehman, O. Schneider
Issued Mar. 2016