

# Xiaofei Zhou

## UX Researcher & Designer

Portfolio: [zhouxf.com](http://zhouxf.com)  
xiaofei2@andrew.cmu.edu  
412-608-3002

## Education

### Carnegie Mellon University (CMU)

Pittsburgh, PA | Aug 2018-Aug 2019

M.S., Educational Technology and

Applied Learning Science

GPA: 3.95/4.0 Merit Scholarship Recipient

### Tsinghua University (THU)

Beijing, China | Aug 2014-Jul 2018

B.Eng., in Industrial Engineering with  
Specialization in Human Factors

GPA: 3.66/4.0

## Work Experience

### Owlii | Product Intern & UX Designer

Mar-July, 2018

- Conducted user research, designed interaction and prototyped with Sketch and Photoshop for Xiatiao Camera.
- Designed and conducted user testing.
- Iterated design for the 2<sup>nd</sup> version.

## Skills

### Language

English: Advanced

Chinese: Native

Spanish, German: Novice

### Research & Design

UX Design & Prototyping, Usability Testing

Contextual Inquiry, Eye-tracking

Experiment Design, Data Analysis

### Programming

HTML5, CSS3, JavaScript, Java, Python,

Matlab, R, SQL, Arduino, C, Processing

### Tools

Sketch, Invision, SketchUp, Photoshop, Final Cut Pro, Plant Simulation, SPSS, Minitab

## Volunteer & Teaching

### Chief editor

Sept 2015-Dec 2016

Newspaper for Department of Industrial Engineering, Tsinghua University

### Teaching Volunteer

May 2016-Jul 2018 Tsinghua University

## Research

### Intelligent Tutoring System for Information Visualization

Sept 2018-Present

Advisor: Prof. Ken Keodinger, Human-Computer Interaction Institute, CMU

- Conducted cognitive task analysis (CTA) with 11 experts and novices.
- Designed a new instructional model for information visualization based on data from CTA.
- Conducted learner testing with 30 participants and verified the effectiveness of the instructional model.

### Character Creation Assistance Platform

Sept 2018-Present

Advisor: Prof. Geoff Kaufman, Human-Computer Interaction Institute, CMU

- Created storyboards and conducted speed dating for interactive system and experiment design.
- Analyzed interaction between 10 creators and 3 readers from prior research, then 6 creators and 6 readers from formal research.

### Academic Writing Assistance for Non-native English Speaker

Oct 2017-Present

Advisor: Prof. Chun Yu, Department of Computer Science and Technology, THU

- Special Award of 36th Challenge Cup, Tsinghua University.
- Improved user experience by designing and developing [esoda.org](http://esoda.org), by an online platform for academic English writing assistance with 3000+ average daily visits.
- Redesigned with learning principles for its further development and better learning outcome.

### A Machine Learning Based KES for Interaction Design

Sept 2017-June 2018

Advisor: Prof. Patrick Rau, Department of Industrial Engineering, THU

- Trained neural net models for Kansei classification by transfer learning from BVLC with Matlab, accuracy=84.7%.
- Conducted neuron analysis to analyze the rules of kawaii perception for Japanese females and found that Chinese females and Japanese females perceived kawaii differently.
- Built an auxiliary system for cross-cultural product design then designed and conducted validation experiments.

### Sensing Curiosity in Play and Responding

Jun-Oct, 2017

Advisor: Prof. Justine Cassell, Human-Computer Interaction Institute, CMU

- Created a 17-iteration UI in Java for Wizard-of-Oz study then conducted heuristic evaluation and summative usability testing.
- Compiled more than 7000 logs of data from previous game play and extracted the typical features of children's game behaviors and strategies in order to build the children's curiosity behavior model.
- Wrote a final research report: How to WoZ a Virtual Child in a Collaborative Game.

### Exploratory Research: Overuse and Abstinence of Social Media

Apr-Sept, 2017

Advisor: Prof. Patrick Rau, Department of Industrial Engineering, THU

- Conducted literature research on social media overuse, abstinence and impact.
- Designed and conducted a 3-week social media abstinence experiment with 33 participants.
- Analyzed qualitative and quantitative data from 490 logs of diary study, interviews and subjective scales then demonstrated the effectiveness of short-term abstinence to improve productivity, life satisfaction and autonomy, especially for social media addicts.

## Projects

### GoTracker for Project-Based Learning | Learner Researcher & Designer

Sept-Dec, 2018

- User Research: Interviewed 8 experts and stakeholders. Observed learners in context.
- Created storyboards and conducted speed dating with stakeholders.
- Designed wireframes, visual interfaces and interaction.
- Tested system with 5 high school students, analyzed data and iterated design.

### Experiential Game for Children's Security Education | User Researcher

Feb 2017

- Interviewed target users and created personas, user scenarios and storyboards.
- Tested prototype and interviewed 12 children and their parents.
- Designed and iterated the game mechanism and UI prototype.

### Tsinghua University Course Online Evaluation System | Designer

Jan 2017

- Semifinalist in the Chancellor Cup (20 in 150), Tsinghua University.
- Investigated similar apps, where people give ratings to shops, restaurants, and other services
- Iterated and completed the UI design for the course evaluation system.