Xiaofei Zhou

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Education

Carnegie Mellon University (CMU)
School of Computer Science, HCII
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., Industrial Engineering with Specialization in Human Factors
GPA: 3.66/4.0

Work Experience

ASSETS 2019 | Graphic Design Chair
Oct, 2018-Present

- Designed ASSETS 2019 conference logo, website and social media logo.

Owlii | Product & 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 2nd version.

Skills

Language
English: Advanced, Chinese: Native
Spanish, German: Novice

Research & Design
Structured Interview, Contextual Inquiry, Think-Aloud, Cognitive Task Analysis, Affinity Diagram, Experience Model, Storyboard, Prototyping, Usability Evaluation, Eye-tracking, Wizard-of-Oz, Experiment Design, Quantitative & Qualitative 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

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.

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, 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.

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
Funded by NSF - I Corps

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

Volunteer & Teaching

Teaching Volunteer | Tsinghua University   May 2016-Jul 2018

- Recorded 4 audio books for blind children in a special school.
- Taught Creative Writing for the First Grade students in Haidian District School of Migrant Laborers 'Children.
- Participated in pen pal program for children in isolated areas.

Chief editor | Department of Industrial Engineering, Tsinghua University   Sept 2015-Dec 2016