

Yifang Li | CV

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🌐 <http://www.yifangli.net/>

A third-year PhD candidate in Human-centered computing, seeking for a user experience research, or user experience design internship. Anticipating graduating in May, 2019.

Education

- **Clemson University** **Clemson, SC**
PhD Candidate in Human-Centered Computing, GPA 4.0/4.0 *2015–Present*
- **Georgia Institute of Technology** **Atlanta, GA**
Master of Industrial Design, GPA 3.86/4.0 *2013–2015*
- **Jiangnan University** **Wuxi, China**
Bachelor of Industrial Design, GPA 3.48/4.0 *2008–2012*

Employment

- **Dassault Systemes Simulia Corp.** **Johnston, RI**
User Experience Researcher (Intern) *May 2017 – Aug 2017*
 - Analyzed recordings of usability tests and produced reports of findings and recommendations
 - Analyzed and documented a user journey for Simulation Engineer role
 - Did quantitative and qualitative analysis on user surveys
 - Moderated interviews and analyzed results
 - Evaluated two simulation applications' interface design and provided recommendations
- **HatLab, Clemson University** **Clemson, SC**
Research Assistant (Advisor: Dr. Kelly Caine; Co-advisor: Dr. Bart Knijnenburg) *June 2016 – Present*
 - **PrivAware:** We introduce privacy-enhancing obfuscations for photos and conduct an online experiment with 271 participants to evaluate their effectiveness against human recognition and how they affect the viewing experience. We created linear mixed-effects models and logistic mixed-effects models in R to analyze data. Supported by the National Science Foundation under Grant No. 1527421. Three publications in CSCW (The ACM Conference on Computer-Supported Cooperative Work and Social Computing), HFES (Human Factors and Ergonomics Society: 2017 Annual Meeting), CV-COPS (A workshop in the Conference on Computer Vision and Pattern Recognition). <http://www.yifangli.net/privaware.html>
 - **SOLACE:** This study aims to investigate participants' attitudes towards a suite of in-home technologies that we designed specifically to address the needs of urban, low socio-economic status (SES) older adults. We published this work as a book chapter in *Aging, Technology and Health* (In press). <http://www.yifangli.net/solace.html>
 - **Collaborative Projects with Dr. Apu Kapadia and Dr. David Crandall (Indiana University):** We investigate a set of privacy-enhancing filters applied to obfuscate different objects and object attributes in photos in terms of their effectiveness in protecting privacy while preserving image utility.
- **School of Computing, Clemson University** **Clemson, SC**
Teaching Assistant *August 2015 – May 2016*

Led the labs of Programming in C, and Programming in Python.

○ **CATEA Research Center, Georgia Tech**

Atlanta, GA

○ *Graduate Student Researcher (Advisor: Dr. Jon Sanford)*

June 2014 – January 2015

Designed a route planning mobile application ALIGN for the older adults: <http://www.yifangli.net/walk-this-way.html>

- Constructed information architecture based on the research on walkability
- Analyzed and documented a user journey for Simulation Engineer role
- Designed intuitive user interfaces with a focus on accessibility for aged users
- Did heuristic evaluation and cognitive walkthrough with experts

Publications

- **Yifang Li**, Nishant Vishwamitra, Bart P. Knijnenburg, Hongxin Hu, and Kelly Caine. 2017. Effectiveness and Users' Experience of Obfuscation as a Privacy-Enhancing Technology for Sharing Photos. In *Proceedings of the 21th ACM Conference on Computer Supported Cooperative Work and Social Computing*. ACM. In press.
- **Yifang Li**, Nishant Vishwamitra, Hongxin Hu, Bart P. Knijnenburg, and Kelly Caine. 2017. Effectiveness and users' experience of face blurring as a privacy protection for sharing photos via online social networks. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*, Vol. 61. SAGE.
- **Yifang Li**, Nishant Vishwamitra, Bart P. Knijnenburg, Hongxin Hu, and Kelly Caine. 2017. Blur vs. Block: Investigating the effectiveness of privacy-enhancing obfuscation for images. In *Computer Vision and Pattern Recognition Workshops (CVPRW), 2017 IEEE Conference on* (pp. 1343-1351). IEEE.
- Nishant Vishwamitra, **Yifang Li**, Kevin Wang, Hongxin Hu, Kelly Caine, and Gail-Joon Ahn. 2017. Towards PII-based multiparty access control for photo sharing in online social networks. In *Proceedings of the 22nd ACM on Symposium on Access Control Models and Technologies*. ACM, 155-166.
- **Yifang Li**, Subina Saini, Kelly Caine, and Kay Connelly. Checking-in with my friends: results from an in-situ deployment of peer-to-peer aging in place technologies. *Aging, Technology, and Health*. Elsevier, 2017. In press.

Skills

- **User Experience Research Methods:** Personas, Survey, Interview, Card sorting, Focus group, Field study, Experimental design, Cognitive walkthrough, Heuristic evaluation, Usability testing, User journey, Rapid prototyping.
- **Data Science:**
 - Quantitative data analysis using R: t-test, ANOVA, factorial ANOVA, LME, GLM, path model, CFA, SEM
 - Qualitative data analysis
- **Industry Software Skills:** R Studio, Photoshop, Illustrator, Just in Mind, Balsamiq, Axure, Indesign, Coreldraw, Arduino, SolidWorks, Pro/E, Keyshot, Corel Video Studio, MS Office products.
- **Programming:** C++, C, Python.

Awards

- **12th Annual Aging Research Day (2nd Prize) 2016:** 'SOLACE Project'

Presented the SOLACE project: Checking in With My Friends: Results from an In-Situ Deployment of Peer-to-Peer Aging in Place Technologies.

- **RedDot Design Concept 2011: 'Parcel Label'**
Product design: An easy way to protect personal information.

Academic Service

- Paper reviewer for CHI 2016
- Paper reviewer for CHI note 2016
- Paper reviewer for RO-MAN 2016

Patent

- **Exterior Patent: Alert Medicine Box 2010:**
China CN301459129S