Yifang **Li**

User Experience Researcher

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Education

Ph.D. | Human-Centered Computing | GPA 4.0/4.0 — *Aug 2015 - Aug 2020*
Clemson University — *Clemson, SC*

Master's degree | Industrial Design | GPA 3.87/4.0 — *Aug 2013 - May 2015*
Georgia Institute of Technology — *Atlanta, GA*

Bachelor's degree | Industrial Design — *Sept 2008 - June 2012*
Jiangnan University — *Wuxi, China*

Employment

Roku — *San Jose, CA*
User Experience Researcher — *Jan 2022 - Present*

- Lead UX research efforts for the Roku Pay and Roku TV/Player teams.
- Drive end-to-end research on Roku Pay, combining foundational and tactical research to uncover user needs, optimize product experiences, and deliver impactful insights that inform strategic business and design decisions.
- Conduct research to uncover user needs, validate new ideas, and optimize the experience of physical products, including Roku streaming players and Roku TVs.
- **Notable Project:** Led comprehensive multi-step user research for the my.roku revamp. The successful redesign covers 100% of users, with 35.9 million sessions in Q3 2023, resulting in a 30% surge in subscriptions and a 3.8% decrease in customer service contacts.
- **Skills:** Survey | Interview | Usability Testing | Critical User Journey (CUJ) | Diary Study | Card Sorting | Tree Testing | Qualitative analysis | Quantitative analysis | R | Qualtrics | Optimal Workshop | User Interviews | Dscout | Beehive

Vanguard — *Malvern, PA*
Senior User Experience Researcher — *June 2020 - Jan 2022*

- Senior UX Researcher for Vanguard Personal Advisor Services (PAS), providing research support for two teams - PAS Onboarding, PAS Manage, facilitating their understanding of clients' financial needs and optimizing the end-user experience. Utilizing a range of qualitative research techniques, such as user interviews, usability tests, and surveys, I conducted in-depth analyses to glean valuable insights and helped my teams to produce superior user experiences.
- **Skills:** Survey | Interview | Usability Testing | Card Sorting | Diary Study | Qualitative Analysis | Qualtrics | usertesting.com | Dscout

Yahoo — *Sunnyvale, CA*
User Experience Researcher Intern — *June 2019 - Aug 2019*

- Worked as a UX researcher for Yahoo Mail, orchestrating weekly in-lab testing sessions. Developed protocols, conducted tests, wrote reports, and presented findings to product managers, designers, and developers.
- Spearheaded quantitative research, exploring email subscriptions and comparing users' following behavior on email vs. on social media platforms.
- **Skills:** Survey | Interview | Heuristic Evaluation | Lab Usability Testing | Quantitative Analysis | R

PROS *Houston, TX*

User Experience Intern *June 2018 - Aug 2018*

- Planned and executed usability testing for the Pricing Method feature, conducting qualitative analysis, summarizing findings, and presenting insights to stakeholders.
- Led the design and implementation of a card sorting study for the Configuration Menu of the Control application.
- Developed and executed a benchmark survey for the PROS Pricing Solution Suite.
- Designed a high-fidelity interface for the multiple segmentation feature using Axure, followed by conducting usability testing.
- **Skills:** Survey | Interview | Card Sorting | Cognitive Walk-through | Heuristic Evaluation | Usability Testing | Qualitative Analysis | Paper Prototyping | Sketch | Axure | Adobe Xd

Dassault Systemes Simulia Corp. *Johnston, RI*

User Experience Intern *May 2017 - Aug 2017*

- Conducted usability tests for SIMULIA 3D simulation software, delivering comprehensive reports with findings and recommendations.
- Conducted both quantitative and qualitative analyses on user surveys related to 3D simulation features.
- Moderated interviews and analyzed results, contributing valuable insights into the enhancement of 3D simulation features.
- Analyzed and documented the user journey for the Simulation Engineer role.
- Conducted expert reviews on the interface designs of two simulation applications, providing actionable recommendations.
- Utilized Solidworks to create 3D models, supporting quality engineers in their tasks.
- **Skills:** Survey | Interview | User Journey | Heuristic Evaluation | Qualitative Analysis | Quantitative Analysis | Adobe Photoshop | Adobe Illustrator | Solidworks

Humans and Technology Lab (HATlab), Clemson University *Clemson, SC*

Research Assistant (Advisor: Dr. Kelly Caine; Co-director: Dr. Bart Knijnenburg) *June 2016 - May 2020*

- Conducted research to build an effective and usable photo privacy protection system on social media platforms. I investigated the parameters that influence photo privacy through a series of studies and published the results in top-tier HCI conferences such as **CSCW, CHI**. (NSF Grant No. 1527421)
- **Skills:** Experimental design | Survey | Card sorting | Quantitative analysis using R (LME, GLME, Path model, CFA, SEM) | SPSS | Qualitative analysis

School of Computing, Clemson University *Clemson, SC*

Teaching Assistant *June 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 - Jan 2015*

- Conceptualized ALIGN, a mobile route planning application tailored for older adults.
- Established the information architecture through research on walkability, ensuring user-friendly navigation.
- Designed intuitive user interfaces with a keen emphasis on accessibility to accommodate the needs of older users.
- Conducted thorough heuristic evaluations and cognitive walk-throughs with experts to refine the application's usability and design.
- **Skills:** Heuristic Evaluation | Cognitive Walkthrough | Adobe Photoshop | Adobe Illustrator | Balsamiq | Just in mind

Publications

- **Li, Y.**, & Caine, K. (2022). Obfuscation Remedies Harms Arising from Content Flagging of Photos. In *CHI Conference on Human Factors in Computing Systems* (pp. 1-25). ACM.
- Vishwamitra, N., **Li, Y.**, Hu, H., Caine, K., Cheng, L., Zhao, Z., & Ahn, G. J. (2022). Towards Automated Content-based Photo Privacy Control in User-Centered Social Networks. In *Proceedings of the Twelveth ACM Conference on Data and Application Security and Privacy* (pp. 65-76).
- **Li, Y.**, Vishwamitra, N., Hu, H., & Caine, K. (2020). Towards A Taxonomy of Content Sensitivity and Sharing Preferences for Photos. In *Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems*. ACM.

- Hasan, R., **Li, Y.**, Hassan, E., Caine, K., Crandall, D. J., Hoyle, R., & Kapadia, A. (2019). Can Privacy Be Satisfying? On Improving Viewer Satisfaction for Privacy-Enhanced Photos Using Aesthetic Transforms. In *Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems*. ACM.
- **Li, Y.**. (2018). Photo Privacy Protection on Online Social Networks. In *Companion of the 2018 ACM Conference on Computer Supported Cooperative Work and Social Computing*. ACM.
- Hasan, R., Hassan, E., **Li, Y.**, Caine, K., Crandall, D. J., Hoyle, R., & Kapadia, A. (2018). Viewer experience of obscuring scene elements in photos to enhance privacy. In *Proceedings of the 2018 CHI Conference on Human Factors in Computing Systems* (p. 47). ACM.
- **Li, Y.**, Saini, S., Caine, K., & Connelly, K. (2018). Checking-in with my friends: Results from an in-situ deployment of peer-to-peer aging in place technologies. In *Aging, Technology and Health* (pp. 147-178).
- **Li, Y.**, Vishwamitra, N., Knijnenburg, B. P., Hu, H., & Caine, K. (2017). Effectiveness and Users Experience of Obfuscation as a Privacy-Enhancing Technology for Sharing Photos. In *Proceedings of the ACM on Human-Computer Interaction, 1*(CSCW), 1-24. doi:10.1145/3134702
- **Li, Y.**, Vishwamitra, N., Hu, H., Knijnenburg, B. P., & Caine, K. (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, 61*(1), 803-807. doi:10.1177/1541931213601694
- **Li, Y.**, Troutman, W., Knijnenburg, B. P., & Caine, K. (2018). Human perception of sensitive content in photos. In *Proceedings of the IEEE Conference on Computer Vision and Pattern Recognition Workshops* (pp. 1590-1596).
- **Li, Y.**, Vishwamitra, N., Knijnenburg, B. P., Hu, H., & Caine, K. (2017, July). Blur vs. Block: Investigating the effectiveness of privacy-enhancing obfuscation for images. In *Proceedings of the IEEE Conference on Computer Vision and Pattern Recognition Workshops* (pp. 1343-1351).
- Vishwamitra, N., **Li, Y.**, Wang, K., Hu, H., Caine, K., & Ahn, G. J. (2017, June). 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* (pp. 155-166). ACM.

Awards

2019	**GHC Student Scholar**, Grace Hopper Celebration	***Orlando, FL***
2018	**Outstanding Ph.D. Student**, in Human-Centered Computing, Clemson University	***Clemson, SC***
2016	**2nd Prize**, 12th Annual Aging Research Day	***Charleston, SC***
2011	**Red Dot Award: Design Concept**, Red Dot Design Award	***Singapore***

Academic Services

Program Committee CSCW 2021 posters AC, CHI LBW 2020, ACM CCS 2018/2020 Workshop on Privacy in the Electronic Society

Paper Reviewer CHI 2017/2018/2020/2021/2022/2023/2024, CSCW 2020/2021/2022/2023, CogSci 2020, PoPETs 2022, ICWSM 2019, RO-MAN 2016

Immigration Status

U.S. Permanent Resident