

Yifang Li | Resume

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Education

- **Clemson University** **Clemson, SC**
PhD Candidate in Human-Centered Computing , GPA 4.0/4.0 *2015–Dec 2019*
- **Georgia Institute of Technology** **Atlanta, GA**
Master of Industrial Design, GPA 3.87/4.0 *2013–2015*
- **Jiangnan University** **Wuxi, China**
Bachelor of Industrial Design, GPA 3.48/4.0 *2008–2012*

Employment

- **HATLab, Clemson University** **Clemson, SC**
Research Assistant (Advisor: Dr. Kelly Caine; Co-director: Dr. Bart Knijnenburg) *June 2016 – Present*
 - **PrivAware (NSF Grant No. 1527421)**: To inform the building for an effective and usable photo privacy protection system on OSNs, I gain understanding on the two parameters that influence photo privacy—photo content and recipient—through a series of studies and provide design guidelines. Please read my CSCW Doctoral Colloquium paper for an overview. We have seven publications in CSCW, CHI, HFES etc. <https://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. <http://www.yifangli.net/solace.html>**Skills:** Experimental design, Survey, Card sorting, **Quantitative analysis using R** (Linear mixed effects model, Generalized linear mixed effects model, Path model, CFA, SEM), Qualitative analysis.
- **PROS | Enterprise CPQ, Revenue & Profit Optimization** **Houston, TX**
User Experience Intern *June 2018 – Aug 2018*
 - Designed and conducted 7 usability testing sessions on Pricing Method feature, did qualitative analysis, summarized findings, and did a presentation to stakeholders
 - Designed and conducted a card sorting study on Configuration Menu of Control application with 15 participants
 - Designed a benchmark survey for PPSS product
 - Designed the multiple segmentation feature in Guidance application and conducted 4 usability testing sessions
 - Designed Opportunity Detection Trend feature**Skills:** Survey, Interview, Card Sorting, Cognitive walk-through, Heuristic evaluation, Usability testing, Qualitative analysis, Sketching, Axure, Adobe XD prototyping.
- **Dassault Systemes Simulia Corp. (3ds)** **Johnston, RI**
User Experience Research 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
 - Designed icons and created high-fidelity prototypes**Skills:** Survey, Interview, User journey, Heuristic evaluation, Qualitative analysis, Quantitative analysis, Photoshop, Illustrator, Morae, Solidworks.

○ 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

Skills: Heuristic evaluation, Cognitive walkthrough, Photoshop, Illustrator, Balsamiq, Just in mind.

Publications

- Hasan, R., Li, Y., 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.
- Li, Y., & Caine, K. (2018). Applying A Behavioral Theory of Privacy to Online Photo Sharing. In *Proceedings of the ACM Conference on 2018 Networked Privacy Workshop at CSCW*. 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 *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

○ Outstanding Ph.D. Student in Human-Centered Computing 2018

School of Computing, Clemson University

- **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.

Presentations & Workshops

- **Li, Y.** (November, 2018). *Effectiveness and Users Experience of Obfuscation as a Privacy-Enhancing Technology for Sharing Photos*. Presented at 2018 ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW). Jersey City, NJ.
- **Li, Y.** (November, 2018). *Photo Privacy Protection on Online Social Networks*. Presented at CSCW 2018 Doctoral Colloquium. Jersey City, NJ.
- **Li, Y.** (June, 2018). *Human perception of sensitive content in photos*. Presented at The Second International Workshop on The Bright and Dark Sides of Computer Vision: Challenges and Opportunities for Privacy and Security (CV-COPS). Salt Lake City, Utah. <https://vision.soic.indiana.edu/bright-and-dark-workshop-2018/>
- **Li, Y.** (April, 2018). *Effectiveness and Users' Experience of Obfuscation as a Privacy-Enhancing Technology for Sharing Photos*. Poster Session at the 1st Annual Southeastern Human Factors Applied Research Conference (SHARC). Clemson, SC. <https://sharc2018.com/>
- **Li, Y.** (November, 2017). Attended Facebook Bridging Industry and Academia to Tackle Responsible Research and Privacy Practices Workshop. NYC. <https://fpf.org/research-privacy-practices/>
- **Li, Y.** (October, 2017). *Effectiveness and Users' Experience of Face Blurring as A Privacy Protection For Sharing Photos Via Online Social Networks*. Presented at the Human Factors and Ergonomics Society 2017 Annual Meeting (HFES). Austin, TX. <https://www.hfes.org/>
- **Li, Y & Saini, S.** (October, 2017). Presented at the 2017 South Carolina Clinical & Translational Research Institute (SCTR) Scientific Retreat on Aging Related Research. Charleston, SC.
- **Li, Y.** (July, 2017). *Blur vs. Block: Investigating the Effectiveness of Privacy-Enhancing Obfuscation for Images*. Presented at The First International Workshop on The Bright and Dark Sides of Computer Vision: Challenges and Opportunities for Privacy and Security (CV-COPS). Honolulu, HI. <http://vision.soic.indiana.edu/bright-and-dark-workshop-2017/>
- **Li, Y & Saini, S.** (February, 2016). *Checking-in with My Friends: Results from an In-situ Deployment of Peer-to-Peer Aging in Place Technologies*. Poster session at Aging Research Day (MUSC). Charleston, SC.

Academic Service

- Program Committee Member at ACM CCS 2018 Workshop on Privacy in the Electronic Society
- Paper reviewer at ACHI 2019
- Paper reviewer at ICWSM 2019
- Paper reviewer at CHI 2018, 2017
- Paper reviewer at RO-MAN 2017