

Yifang Li

MIXED METHOD USER EXPERIENCE RESEARCHER

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Education

Ph.D. in Human-Centered Computing | GPA 4.0/4.0

CLEMSON UNIVERSITY

Aug 2015 - Aug 2020

Clemson, SC

Master in Industrial Design | GPA 3.87/4.0

GEORGIA INSTITUTE OF TECHNOLOGY

Aug 2013 - May 2015

Atlanta, GA

Bachelor in Industrial Design

JIANGNAN UNIVERSITY

Sept 2008 - June 2012

Wuxi, China

Employment

The Vanguard Group

USER EXPERIENCE RESEARCHER

Malvern, PA

June 2020 - Present

- Work as a full-time UX researcher. Responsible for Vanguard financial product - Personal Advisor Service (PAS)

Verizon Media

USER EXPERIENCE RESEARCHER INTERN (MENTOR: FRANK BENTLEY)

Sunnyvale, CA

June 2019 - Aug 2019

- Worked as a UX researcher for Yahoo Mail. Conducted weekly in-lab testing sessions. Wrote protocols, conducted tests, wrote reports, and delivered findings to product managers, designers, and developers.
- Led two research studies: 1) Exploring email subscriptions and 2) comparing users' following behavior on email vs. on social media platforms
- In the first study, I conducted a large-scale quantitative analysis of the subscription data from 50,800 Yahoo Mail accounts. The paper was accepted to the internal TechPulse conference of Verizon Media. <https://www.yifangli.net/email-subscription.html>
- In the second study, I designed and launched a survey on MTurk to collect the stores and brands that people follow on email and social media platforms, then conducted quantitative and qualitative analysis to compare users' following behavior on these platforms. Currently preparing a manuscript for CSCW 2020. <https://www.yifangli.net/compare-following-behavior.html>

• **Skills:** Survey Interview Heuristic evaluation Lab testing Data science Quantitative analysis using R

Humans and Technology Lab (HATlab), Clemson University

RESEARCH ASSISTANT (ADVISOR: DR. KELLY CAINE; CO-DIRECTOR: DR. BART KNIJNENBURG)

Clemson, SC

June 2016 - Present

- PrivAware (NSF Grant No. 1527421): The goal of my doctoral thesis is to build an effective and usable photo privacy protection system on social media platforms. I investigate the parameters that influence photo privacy through a series of studies and published the results in **CSCW, CHI** etc. <https://www.yifangli.net/privaware-phase-one.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 (LME, GLME, Path model, CFA, SEM)
SPSS Qualitative analysis

PROS

Houston, TX

USER EXPERIENCE INTERN

June 2018 - Aug 2018

- Designed and conducted 7 usability testing sessions on Pricing Method feature, conducted qualitative analysis, summarized findings, and presented to stakeholders
- Designed and conducted a card sorting study on Configuration Menu of Control application with 15 participants
- Designed a benchmark survey for PROS Pricing Solution Suite
- Designed high fidelity interface of the multiple segmentation feature using Axure and conducted 4 usability testing sessions

• **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

- Analyzed recordings of usability tests and produced reports of findings and recommendations
- Analyzed and documented a user journey for Simulation Engineer role
- Conducted 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
Adobe Photoshop Adobe Illustrator Morae Solidworks

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

- 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
- Designed intuitive user interfaces with a focus on accessibility for aged users
- Did heuristic evaluation and cognitive walk-through with experts

• **Skills:** Heuristic evaluation Cognitive walkthrough Adobe Photoshop Adobe Illustrator Balsamiq Just in mind

Publications

- **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.

Presentations

- Towards A Taxonomy of Content Sensitivity and Sharing Preferences for Photos. Presented at 2020 ACM Conference on Human Factors in Computing Systems (CHI 2020). Honolulu Hawai'i, USA. April, 2020.
- Human perceptions 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 2018). Salt Lake City, Utah. June, 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 2018). Jersey City, NJ. November, 2018.
- Photo Privacy Protection on Online Social Networks. Presented at CSCW 2018 Doctoral Colloquium. Jersey City, NJ. November, 2018.
- 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 2017). Austin, TX. October, 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 2017). Honolulu, HI. July, 2017.
- Checking In With My Friends: Results from an In Situ Deployment of Peer-to-Peer Aging in Place Technologies. Presented at 2016 Aging Research Day. Charleston, SC. November, 2016.
- Investigating obfuscation to protect Facebook users' privacy. Presented at Facebook Bridging Industry and Academia to Tackle Responsible Research and Privacy Practices Workshop. NYC. November, 2017.
- 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. April, 2018.

Awards

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

Academic Services

Program Committee	CHI Late-Breaking Work 2020, ACM CCS 2018/2020 Workshop on Privacy in the Electronic Society
Paper Reviewer	ICWSM 2019, RO-MAN 2016, CHI 2017/2018, CHI 2020, CSCW 2020, CogSci 2020, CHI 2021