

Yifang Li

USER EXPERIENCE RESEARCHER · DESIGNER

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Education

Clemson University

PH.D. IN HUMAN-CENTERED COMPUTING | GPA 4.0/4.0

Clemson, SC

Aug 2015 - Dec 2019

Georgia Institute of Technology

MASTER IN INDUSTRIAL DESIGN | GPA 3.87/4.0

Atlanta, GA

Aug 2013 - May 2015

Jiangnan University

BACHELOR IN INDUSTRIAL DESIGN

Wuxi, China

Sept 2008 - June 2012

Employment

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 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. (3ds)

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
- Designed icons and created high-fidelity prototypes

• **Skills:** Survey Interview User journey Heuristic evaluation Qualitative analysis Quantitative analysis
Adobe Photoshop Adobe Illustrator Morae Solidworks

HATlab, Clemson University

Clemson, SC

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

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 OSNs, I investigate the parameters that influence photo privacy through a series of studies and published the results 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 (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.

- 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 walk-through with experts

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

Publication

- 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.
- 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.

Award

- 2018 **Outstanding Ph.D. Student**, in Human-Centered Computing, Clemson University
- 2016 **2nd Prize**, 12th Annual Aging Research Day
- 2011 **Red Dot Award: Design Concept**, Red Dot Design Award

Clemson, SC
Charleston, SC
Singapore

Visa Status

- Currently an EAD card holder. Expect to obtain the green card in August 2019. No sponsorship needed now and in the future.