

RUI ZHOU

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Tech Square Research Building, 85 5th St. NW
Atlanta, GA 30318

EDUCATION

PhD Georgia Institute of Technology

Human-Centered Computing, *May 2020 (expected)*
Specialization: Human-Computer Interaction
Advisor: Dr. Betsy DiSalvo

MS Indiana University Bloomington

Human-Computer Interaction Design, *May 2014*

BS Beijing University of Posts and Telecommunications Queen Mary University of London (joint program)

Telecommunications Engineering with Management, *Jun 2012*

PUBLICATIONS

Conference Papers

(Peer-Reviewed)

Rui Zhou, Zhonghe Wen, Muchao Tang, and Betsy DiSalvo. 2017. Navigating Media Use: Chinese Parents and Their Overseas Adolescent Children on WeChat. In *Proceedings of the 2017 ACM Conference on Designing Interactive Systems (DIS '17)*. ACM, New York, NY, USA. 1025-1037. (Acceptance rate: 22%)

Rui Zhou, Jasmine Hentschel, and Neha Kumar. 2017. Goodbye Text, Hello Emoji: Mobile Communication on WeChat in China. In *Proceedings of the 2017 ACM Conference on Human Factors in Computing Systems (CHI '17)*. ACM, New York, NY, USA. 748-759. (Acceptance rate: 25%)

Jasmine Hentschel, Samyukta Sherugar, **Rui Zhou**, and Neha Kumar. 2017. Rice Today, Roti Tomorrow: Diets and Diabetes in Urban Indian Households. In *Proceedings of the 2017 ACM Conference on Human Factors in Computing Systems (CHI '17)*. ACM, New York, NY, USA. 4069-4081. (Acceptance rate: 25%)

Workshops

(Peer-Reviewed)

Rui Zhou, Jasmine Hentschel, and Neha Kumar. 2016. Agricultural Knowledge Management in Rural China: Learning from Existing Approaches in India. Development Consortium. CHI 2016.

**WORK
EXPERIENCE**

Facebook, May - Aug 2018

UX Researcher Intern

Worked as a user experience (UX) researcher intern and focused on utilizing qualitative research methodologies such as interviewing and usability testing to help inform product decision-making; Supported different product teams related to social networking monetization.

**RESEARCH
EXPERIENCE**

Georgia Institute of Technology, Aug 2017 - Now

Graduate Research Assistant, advised by Dr. Betsy DiSalvo

Studied how and why Chinese people bought and sold goods on WeChat collaboratively with Intel in China, in charge of setting up research, looking for participants, and interviewing participants.

Worked on Playful Formative Assessments for Computer Science in NYC (P-FACS), in charge of applying participatory design method for designing the game-based assessment prototype.

Indiana University Bloomington, Feb 2013 - May 2014

Research Assistant, advised by Dr. Shaowen Bardzell and Dr. Jeffrey Bardzell

Worked on subjectivity in HCI for Development as how researchers and designers constructed the notion of “user.”

**TEACHING
EXPERIENCE**

Georgia Institute of Technology, Atlanta, GA

Teaching Assistant, CS 4660 Educational Technology, Jan - May 2017

Teaching Assistant, CS 6455/4690 User Interface Design and Evaluation,
Aug - Dec 2016

Teaching Assistant, CS 4660 Educational Technology, Jan - May 2016

Indiana University Bloomington, Bloomington, IN

Associate Instructor, I543 Interaction Design Methods, Jan - May 2014

Indiana University Bloomington, Bloomington, IN

Associate Instructor, I542 Foundations of HCI, Aug - Dec 2013

**HONORS AND
AWARDS**

GVU Travel Grant, May 2017

\$300, GVU Center, Georgia Institute of Technology

Food, Energy, Water Systems Fellow Program, May - Dec 2016

\$1000, Center for Serve-Learn-Sustain, Georgia Institute of Technology

GVU Travel Grant, May 2016

\$300, GVU Center, Georgia Institute of Technology

**HONORS AND
AWARDS
(CONT'D)**

Ideas Track Runner Up, Team Eating Right, Apr 2016
\$2000, Scheller College of Business, Georgia Institute of Technology

Best Poster, Team Eating Right, Apr 2016
\$500, Scheller College of Business, Georgia Institute of Technology

CRA-W Grad Cohort, Apr 2016
\$500, Computing Research Association Women

**STUDENTS
ADVISED**

Master students in HCI, Georgia Institute of Technology, Atlanta, GA

Shengxi Wu, Jun 2017 - Apr 2018

Linying Shangguan, Sep 2017 - Apr 2018

Zhonghe Wen, Sep - Dec 2016

Muchao Tang, Sep - Dec 2016

Undergraduate students in CS, Georgia Institute of Technology, Atlanta, GA

Faye Zhang, Sep - Dec 2016

Undergraduate student, Boston University, Boston, MA

Tongyue Zhang, Jun 2017 - Oct 2017

PRESENTATIONS

Paper Presentation, "Navigating Media Use: Chinese Parents and Their Overseas Adolescent Children on WeChat," *DIS 2017*. Edinburgh, United Kingdom. Jun 14th, 2017.

Paper Presentation, "Goodbye Text, Hello Emoji: Mobile Communication on WeChat in China," *CHI 2017*. Denver, United States. May 8th, 2017.

**INVITED
LECTURES**

Lecture, "Future Job Selection and Planning Class," *Shenzhen Middle School*, Shenzhen, China. Nov 1st, 2018.

Lecture, "Human-Computer Interaction and the Relation Between Technology and Culture: Use WeChat as An Example," *Southern University of Science and Technology*, Shenzhen, China. Oct 23rd, 2018.

**PROFESSIONAL
SERVICE**

Peer-Reviewed Conference Papers for:

2019, 2018, 2017 ACM Conference on Human Factors in Computing Systems (CHI)

2019 ACM Conference on Designing Interactive Systems (DIS)

2018 ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW)

2018 ACM Conference on Interaction Design and Children (IDC)

LANGUAGES

Mandarin: Native
English: Fluent
Cantonese: Fluent