

# RUI ZHOU

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## EDUCATION

**Ph.D. in Human-Centered Computing**, Aug 2020  
Georgia Institute of Technology

**M.S. in Human-Computer Interaction design**, May 2014  
Indiana University Bloomington

**B.S. in Telecommunications Engineering with Management**, Jun 2012  
Beijing University of Posts and Telecommunications  
Queen Mary University of London (joint program)

## WORK EXPERIENCE

**User Researcher**, Spoon Radio, Jun - Nov 2021

Worked as the sole user researcher on Spoon Radio US team. Responsible for various user research projects, from exploratory studies to prototype usability testings. Collaborated with and mentored junior researchers in Asia to conduct global research, generating user insights for product teams, content teams, marketing teams and various departments to move forward with.

**User Experience (UX) Researcher**, ByteDance, Oct 2020 - Apr 2021

Worked full-time as a UX researcher; focused on conducting qualitative user research studies to understand user's experience with various monetization and business products at TikTok for Business (e.g., TikTok Ads Manager, TikTok Creator Marketplace).

**Graduate Research Assistant**, Georgia Institute of Technology, Aug 2015 - May 2020

Utilized qualitative methods to study how and why Chinese people use a variety of different functions on WeChat, including emoji, stickers, communication media, payment and commercial functions, etc. Collaborated with Intel in part of this project. Was responsible for setting up research, recruiting participants, interviewing participants, analyzing data, and writing up results.

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

**Graduate Teaching Assistant**, Georgia Institute of Technology, Jan 2016 - Aug 2020

Assisted professors in preparing for classes, leading class discussions, grading class assignments, mentoring students for the following classes:

CS 3750 User Interface Design (undergraduate level)

CS 4660 Educational Technology (undergraduate level)

CS 6455/4690 User Interface Design and Evaluation (graduate level)

CS 6470/4472 Online Communities (graduate level)

**UX Researcher Intern**, Facebook, Menlo Park, CA, May - Aug 2018

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.

**Associate Instructor**, Indiana University Bloomington, Aug 2013 - May 2014

Assisted professors in preparing for classes, leading class discussions, grading class assignments, mentoring students for the following classes:

I543 Interaction Design Methods (graduate level)

I542 Foundations of HCI (graduate level)

**Research Assistant**, Indiana University Bloomington, Feb 2013 - May 2014

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

## PUBLICATIONS

### Conference Proceedings

- 2020     **Rui Zhou** and Betsy DiSalvo. 2020. User’s Role in Platform Infrastructuralization: WeChat as an Exemplar. In *Proceedings of the 2020 ACM Conference on Human Factors in Computing Systems (CHI ’20)*. ACM, New York, NY, USA. Paper No. 74. (Acceptance rate: 24%)
- 2017     **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%)

### **Other Publications**

- 2020 **Rui Zhou**, Shengxi Wu, Susan Faulkner, and Betsy DiSalvo. 2020. Marketplace for Choice and Independence: Young Chinese’s Social Commerce Practices on WeChat. In *Proceedings of the Eighth International Workshop of Chinese CHI (Chinese CHI '20)*. ACM, New York, NY, USA. 10-20.
- 2016 **Rui Zhou**, Jasmine Hentschel, and Neha Kumar. 2016. Agricultural Knowledge Management in Rural China: Learning from Existing Approaches in India. Development Consortium. CHI 2016.

### **AWARDS AND HONORS**

- 2019 **Graduate Certificate in Science, Technology, and Society**, Feb 2019  
Ivan Allen College of Liberal Arts, Georgia Institute of Technology
- 2017 **GVU Travel Grant**, May 2017  
\$300, GVU Center, Georgia Institute of Technology
- 2016 **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
- I2S Competition Ideas Track Runner Up**, Team Eating Right, Apr 2016  
\$2000, Scheller College of Business, Georgia Institute of Technology
- I2S Competition 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

### **INVITED TALKS**

- 2020 “The Internet in the Eye of Scholar: WeChat | 学者眼中的互联网之‘微信’,” Online Live Discussion on RemixPlan (“remix计划”微信公众号), China. July 2nd, 2020.

2018 “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.

## **CONFERENCE PARTICIPATION**

### **Papers Presented**

2020 “Marketplace for Choice and Independence: Young Chinese’s Social Commerce Practices on WeChat,” Chinese CHI 2020. Online. May 30th, 2020.

2017 “Navigating Media Use: Chinese Parents and Their Overseas Adolescent Children on WeChat,” DIS 2017. Edinburgh, United Kingdom. Jun 14th, 2017.

“Goodbye Text, Hello Emoji: Mobile Communication on WeChat in China,” CHI 2017. Denver, United States. May 8th, 2017.

### **Abstracts Presented**

2020 “Knowledge Construction in an ‘Infodemic:’ Roles of Social Media in Chinese People’s Life during Coronavirus Outbreak,” 4S/EASST 2020. Prague, Czech Republic. August 2020.

2019 “WeChat as an Infrastructure in Contemporary China,” 4S 2019. New Orleans, United States. Sep 7th, 2019.

## **TEACHING EXPERIENCE**

**Teaching Assistant**, Georgia Institute of Technology, Atlanta, GA

Design of Online Communities (Spring 2020)

Educational Technology (Spring 2017, 2016)

User Interface Design (Summer 2019, 2020)

User Interface Design and Evaluation (Fall 2019, 2016)

**Associate Instructor**, Indiana University Bloomington, Bloomington, IN

Interaction Design Methods (Spring 2014)

Foundations of HCI (Fall 2013)

## **SERVICE TO PROFESSION**

### **Peer-Reviewed Journals**

Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies  
Chinese Journal of Communication

### **Peer-Reviewed Conference Papers**

2021 - 2017 ACM Conference on Human Factors in Computing Systems  
2019, 2018 ACM Conference on Computer Supported Cooperative Work and Social Computing  
2019 ACM Conference on Designing Interactive Systems  
2018 ACM Conference on Interaction Design and Children

## **STUDENTS ADVISED**

**Ph.D. students**, Georgia Institute of Technology, Atlanta, GA  
Qiaosi (Chelsea) Wang, Jan 2019 - Aug 2020

**Master students**, Georgia Institute of Technology, Atlanta, GA  
Peiran Tan, Apr 2019 - Apr 2020  
Shengxi Wu, Jun 2017 - Apr 2018  
Linying Shangguan, Sep 2017 - Apr 2018  
Zhonghe Wen, Sep - Dec 2016  
Muchao Tang, Sep - Dec 2016

**Undergraduate students**, Georgia Institute of Technology, Atlanta, GA  
Faye Zhang, Sep - Dec 2016

**Undergraduate students**, Boston University, Boston, MA  
Tongyue Zhang, Jun 2017 - Oct 2017

## **LANGUAGES**

**Mandarin**: Native

**English**: Fluent

**Cantonese**: Intermediate