

# ZHANMING CHEN

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## EDUCATION

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**Ph.D. in Human Factors & Ergonomics** 08/2023 – expected in 2028

*College of Design, University of Minnesota, US*

**Master of Journalism and Communication (Interaction Design)** 09/2021 – 06/2023

*The School of Journalism and Communication, Sun Yat-sen University, China*

- GPA: 4.2 / 5.0
- Thesis: Research on Personalized Customization Design of Mobile News Applications

**Bachelor of Management (Marketing)** 09/2015 – 06/2019

*School of Business, Sun Yat-sen University, China*

- GPA: 3.4 / 5.0
- Thesis: How do Likes and Comments Under the Advertisements in WeChat “Friend Circle” Influence Users’ Advertising Involvement

## PEER-REVIEWED PUBLICATIONS

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### *Journal Articles*

- Huiyue Wu, **Zhanming Chen**, Yifan Huang, and Huawei Tu. 2024. Research on the uncanny valley effect in artificial intelligence news anchors. *Multimedia Tools and Applications* (January 2024). <https://doi.org/10.1007/s11042-023-18073-z>
- **Zhanming Chen**, Huawei Tu, and Huiyue Wu. 2023. User-Defined Foot Gestures for Eyes-Free Interaction in Smart Shower Rooms. *International Journal of Human-Computer Interaction* 39, 20 (December 2023), 4139–4161. <https://doi.org/10.1080/10447318.2022.2109260>

### *Conference Posters*

- Alisha Ghaju\*, **Zhanming Chen\***, May Hang, and Ji Youn Shin. 2024. Supporting Healthcare Providers’ Motivations for Caring for Patients in Underserved Communities. In Companion of the 2024 Computer-Supported Cooperative Work and Social Computing (CSCW Companion ’24), November 9–13, 2024, San Jose, Costa Rica. ACM, New York, NY, USA, 6 pages. <https://doi.org/10.1145/3678884.3681891>

### *Conference Abstracts*

- **Zhanming Chen**, Hyunjoo Im, and Terry Kim. 2024. Effect of Face Expression and Interactivity on Donation Intention: Mediated Roles of Playfulness, Social Presence, Sympathy, and Perceived Response Efficacy. In *Fashion And Play Symposium*, April 2024. MN, USA, 1. (Oral presentation)

## PRESENTATIONS

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- University of Minnesota. (Minneapolis, US). Guest lecture. Department of Design Innovation. “Participatory design workshops in healthcare settings.” September 24, 2024.

## WORK EXPERIENCE

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### Research Assistant

*College of Design, University of Minnesota*

08/2023 – Present

- "Building customer loyalty for family-owned retail businesses in Minnesota" (Supervisor: Dr. Hyunjoo Im): participated in stimuli design and abstract articles writing
- "Community-engaged design with Hmong farmers in Twin Cities" (Supervisor: Dr. Jiyoun Shin): designed and conducted observations, interviews, co-design activities; wrote papers
- "Co-Design of Mobile Health Technologies for Mitigating Health Disparities" (Supervisor: Dr. Jiyoun Shin): conducted online interviews; designed and conducted workshops; conducted open coding; wrote papers
- "Can immersive experience be used to remediate eating behavioral issues?" (Supervisors: Dr. Jiyoun Shin and Dr. May SunMin Hwang): conducted in-field co-design activities; conducted open coding; wrote papers

*The School of Communication and Design, Sun Yat-sen University*

07/2021 – 06/2023

- "ClockRay: A wrist-rotation based technique for occluded-target selection in virtual reality" (09/2022 – 10/2022, Supervisor: Dr. Huiyue Wu): conducted lab experiments to compare users' performances (published on TVCG)
- "Research on the Uncanny Valley Effect in Artificial Intelligence News Anchors" (03/2022 – 06/2023, Supervisor: Dr. Huiyue Wu): designed questionnaires, created stimuli and conducted lab experiments
- "Zen Space: An Augmented-reality-based Mindfulness System" (10/2021 – 01/2022, Supervisor: Dr. Huiyue Wu): developed an AR prototype using Unity and C#; conducted preliminary lab experiments to evaluate the system's performance in anxiety reduction
- "Pen-based No-code Development (NCD) Toolkit for Interface Design" (08/2021 – 06/2023, Supervisor: Dr. Huiyue Wu): conducted requirement analysis; developed a NCD toolkit using C language; conducted lab experiments to evaluate the performance of personalized mobile news apps created by the toolkit

### Graduate Instructor

*College of Design, University of Minnesota*

09/2024 – 12/2024

- "RM 4216: Retail Promotion" (Fall 2024, 24 students, 10 hours/week, Supervisor: Dr. Hyunjoo Im): designed the syllabus, assignments, and exams, provided in-person lectures, arranged guest lectures, graded assignments, and held office hours.

### Teaching Assistant

*College of Design, University of Minnesota*

08/2023 – 12/2023

- "RM 2215: Introduction to Retail Merchandising" (Fall 2023, 64 students, 10 hours/week, Supervisor: Peggy Lord): held office hours and graded assignments

*The School of Communication and Design, Sun Yat-sen University*

02/2023 – 06/2023

- "Digital Media Frontiers" (Spring 2023, 91 students, 10 hours/week, Supervisor: Dr. Huiyue Wu): created course slides; recorded and edited videos during classes; and graded assignments

- Marketing specialist** 07/2019 – 01/2020  
*Times China*
- Launched advertising (outdoor billboards); conducted competitor analysis; created weekly data reports
- New Media Marketer Intern** 01/2018 – 08/2018  
*NetEase Games*
- Operated social media accounts and CRM systems of three mobile games
- Game Designer Intern** 09/2017 – 12/2017  
*Tencent Interactive Entertainment Group (IEG)*
- Designed the worldview and game mechanics of an afterlife-themed mini-game *Ferryman*
- Volunteer Teacher** 07/2017 – 08/2017  
*The "Love League" (a student association) in Sun Yat-sen University*
- Taught geography for primary school students in an impoverished in Guangdong, China

## COURSE PROJECTS

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- Project "A (Angel)": A Social Welfare Dashboard for the Disabled in China** 02/2022 - 03/2022
- Developed a web-based prototype for data visualization using JavaScript
- Analysis on Amazon Consumer Review Data for Dominant Brands of VR Headsets** 02/2024 - 05/2024
- Scraped and preprocessed Amazon consumer review data, and conducted word frequency analysis, topic modeling, semantic network analysis using Python, and provided design implications.

## GRANTS

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- **Zhanming Chen** (2024) "Effect of Face Expression and Interactivity on Donation Intention", **HFE Micro-Grant** granted by the University of Minnesota: \$485.

## HONORS & AWARDS

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- **Outstanding Graduates** granted by Sun Yat-sen University (Top 5%) 2023
- **"Xiaoxin" Scholarship** granted by the State Council of the P.R.C. (Top 5%) 2023
- **"Litchi" Scholarship** granted by Guangzhou Lizhi Network Technology Co., Ltd. (Top 20%) 2023
- **Provost Fellowship Award** granted by University of Minnesota (Top 30%) 2023
- **National Scholarship** granted by the Ministry of Education of the P.R.C. (Top 1%) 2022
- **First-class Scholarship** granted by Sun Yat-sen University (Top 20%) 2021 & 2022

## SKILLS

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- **Programming languages:** Python, HTML, CSS, C#, C
- **Software:** Microsoft Office, Zotero, Adobe PS, Adobe PR, SPSS, Visual Studio, and Unity
- **Languages:** English (IELTS 7.5), Cantonese (native), and Mandarin (native)