ZHANMING CHEN

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EDUCATION

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

PUBLICATIONS

Peer-Reviewed Journal Articles

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

Peer-Reviewed Conference Abstracts

- **Chen, Z.**, Im, H., & Kim, T. (2024). Effect of Face Expression and Interactivity on Donation Intention: Mediated Roles of Playfulness, Social Presence, Sympathy, and Perceived Response Efficacy. *Fashion And Play Symposium*. (Oral presentation)

WORK EXPERIENCE

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 interviews and co-design activities
- "Co-Design of Mobile Health Technologies for Mitigating Health Disparities" (Supervisor: Dr. Jiyoun Shin): conducted online interviews; designed and conducted workshops; conducted open coding

- "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 poster paper

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

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

OTHER RESEARCH PROJECTS

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

GRANTS

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

HONORS & AWARDS

- **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

- **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)