JIE LI

HCI & UX RESEARCHER

I am a postdoctoral researcher at Centrum Wiskunde & Informatica. I am a cross-disciplinary researcher, being active in both computer science and industrial design fields. I am experienced in combining qualitative and quantitative research methods to measure human experiences when interacting with technologies.

Besides my academic career, I am a professional pastry chef, who designs customized cakes, and runs a café "Cake Researcher" in the city center of Delft.

CONTACT

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WEBSITE:
https://www.jieli-research.com

SKILLS

SKILLS
User Experience (UX) research
Qualitative & quantitative research
Data analysis & visualization
Design Research
Design visualization
Video Storytelling

SOFTWARE
Adobe Premiere, Illustrator, Photoshop, InDesign, SPSS, R

LANGUAGE
English, Mandarin, Cantonese, Dutch

EXPERIENCES

Postdoctoral Researcher
2017 - Now

Centrum Wiskunde & Informatica (CWI) Amsterdam, Netherlands

In the Research Group of Distributed Interactive Systems at CWI, I am using qualitative and quantitative research methods, developing subjective and objective evaluation methods/metrics for social VR experiences.

Founder & Cake Designer
2017 - Now

Cake Researcher Delft, Netherlands

I am the cake designer and owner of Cake Researcher café . https://www.cake-researcher.com

PhD Candidate
2012 - 2017

Delft University of Technology (TU Delft) Delft, Netherlands

I did my PhD in the faculty of Industrial Design Engineering of TU Delft. My research focused on measuring crowd experiences through the data collected from proximity sensors (e.g., crowd density and flows) and self-reports (e.g., emotions).

Lecturer
2012 - Now

TU Delft Delft, Netherlands

I have been a lecturer for many courses including Experiencing Persuasive Environment, Research and Design, Project Usability and User Experience Assessment in Design, Design for Interaction Research Methodology, Design & Culture, Food & Eating Design.

Researcher
2010 - 2011

Philips Eindhoven, Netherlands

I investigated through controlled lab experiements and identified a set of consumer vocabulary for describing the attractiveness of apparel textiles in various retail lighting conditions, aiming at improving the experience in shopping by designing proper retail lighting.

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EDUCATION

TU Delft
2012-2017

PhD on Human-Centered Computing & Design

Faculty of Industrial Design Engineering,
TU Delft, Netherlands

TU Delft
2009 - 2011

MSc (Cum Laude) of Industrial Design Engineering

Faculty of Industrial Design Engineering,
TU Delft, Netherlands

Sun Yat-Sen University
2005- 2009

BA (with Honors) of Industrial Design

Faculty of Art and Design,
Sun Yat-Sen University, China.

AWARDS & PRESS

Best Demo Award
2020

ACM IMX 2020
Xue, T., Li, J., Chen, G. & Cesar, P. (2020). A Social VR Clinic for Knee Arthritis Patients with Haptics.

New Scientist
2021

Feburary 2021 Special Issue
I was selcted to be featured on New Scientist as a HCI researcher, introducing my labs and my research in UX of immerisve technology.

Best Paper Award
2018

ACM TVX 2018
Li, J., Röggla, T., Glancy, M., Jansen, J., & Cesar, P. (2018). A New Production Platform for Authoring Object-based Multiscreen TV Viewing Experiences.

Selected Young Researcher
2019

7th Heidelberg Laureate Forum
I was selected as one of the 200 young researchers worldwide to participate in the 7th Heidelberg Laureate Forum. https://www.heidelberg-laureate-forum.org

Humans of TU Delft
2019

Humans of TUDelft: Jie Li
https://www.delta.tudelft.nl/article/humans-tu-delft-jie-li

Algemeen Dagblad
DEC 27, 2018

Aziatische vruchtentaarten veroveren Delft

Inde buurt
DEC 24, 2018

Er is een taartenwinkel geopend in Delft en je eet er prachtige taarten

Delft MaMa
2019

Delftian Entrepreneur: Jie Li, aka the Cake Researcher
http://delftmama.nl/delftian-entrepreneur-jie-li-aka-the-cake-researcher/

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SELECTED PUBLICATIONS

Mei, Y., **Li, J**., De Ridder, H. & Cesar, P. (2021). CakeVR: CakeVR: A Social Virtual Reality (VR) Tool for Co-designing Cakes. ACM CHI2021.

Williamson, J., **Li, J.**, Shamma, D.A., Vinayagamoorthy, V. & Cesar, P. (2021). Understanding User Proxemics and Social Formations in an Instrumented Virtual Reality Workshop. ACM CHI2021.

Xue, T., **Li, J**., Chen, G. & Cesar, P. (2020). A Social VR Clinic for Knee Arthritis Patients with Haptics. ACM TVX/IMX 2020 (**ACM Best Demo Award**).

Subramanyam, S., **Li, J**., Viola, I. & Cesar, P. (2020). Comparing the Quality of Highly Realistic Digital Humans in 3DoF and 6DoF: A Volumetric Video Case Study. IEEEVR 2020.

Li, J., Chen, G., De Ridder, H. & Cesar, P. (2020). Designing A Social VR Clinic for Medical Consultations. ACM CHI2020.

Li, J., Kong, Y., Röggla, T., De Simone, F., Ananthanarayan, S., de Ridder, H., El Ali, A. & Cesar, P. (2019). Measuring and Understanding Photo Sharing Experiences in Social Virtual Reality. ACM CHI2019.

Li, J., Röggla, T., Glancy, M., Jansen, J., & Cesar, P. (2018). A New Production Platform for Authoring Object-based Multiscreen TV Viewing Experiences. ACM TVX2018 (**ACM Best Paper Award**).

RESEACH PROPOSALS

NWO Open Technology Programme
https://www.nwo.nl/en/researchprogrammes/open-technology-programme

I am leading the writing of an NWO Open Technology Programme research proposal, proposing a research project on desgingin and evaluating social virtual reality experiences in three main contexts: tele-meeting, remote medical care, and immersive museums. I successfully bring in academia and industry project partners including Erasmus University Medical Center, Computational Imaging Group of CWI, KLM, Sound and Vision Institute, The Virtual Dutch Men, Medical VR.

MediaScape, VR Dome

I participated in the proposal writing of the MediaScape project (granted), and the VR Dome project (not granted).

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PROJECTS

MediaScape   **Feb. 2020-Jul. 2021**

My focus in this project is to explore novel mechanisms for making audiovisual content more approachable, accessible, and understandable in context. We will design and implement an innovative infrastructure that can better realize the full potential of cultural heritage collections, bridging between the audience and the collection, through an immersive exhibition where visitors can directly interact with the digital items.

EU funded Horizon 2020 project, Traction   **Jan. 2020-Dec. 2022**

My focus in this project is to develop the technologies to bring opera from the elite to the public, enabling opera co-creation as a path for social and cultural inclusion. https://www.traction-project.eu

EU funded Horizon 2020 project, VRTogether   **Nov. 2017-Nov. 2020**

My work in this project is to develop Quality of Experience (QoE) metrics and evaluation methods for social VR experiences. http://vrtogether.eu

EU funded Horizon 2020 project, 2-IMMERSE   **Dec. 2015-Dec.2018**

My focus in this project was to develop new object-based TV production platforms for multiscreen interactive TV viewing experiences. https://2immerse.eu

Dutch National COMMIT Research Program   **Jan. 2012-Jan. 2016**
(EWIDS project)

My PhD project is part of the EWiDS proejct, developing large distributed wireless sensor networks and qualitative measurement methods for understanding crowd behavior and supporting crowd wellbeing.

REFERENCES

Prof. dr. Pablo Cesar
Group leader of Distriubuted Interactive Systems Group
at Centrum Wiskunde & Informatica
Professor at Delft University of Technology
P.S.Cesar@cwi.nl

Prof. dr. Huib de Ridder
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Prof. dr. Sylvia Pont
Faculty of Industrial Design Engineering, Delft University of Technology
S.C.Pont@tudelft.nl

Dr. ir. Arnold Vermeeren
Associate professor at Delft University of Technology
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