



JIE LI

HCI & UX RESEARCHER

EXPERIENCES

Postdoctoral Researcher

2017 - 2011

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).

The PhD contract ended in 2017. The thesis defence was on Jan 23, 2019.

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 experiments 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.

I am a cross-disciplinary mix-method user experience 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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+3165#####

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<https://www.jieli-research.com>

SKILLS

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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

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EDUCATION

TU Delft

2012-2017

PhD on Human-Centered Computing & Design

Human Information Communication Design (HICD) Research Group, Faculty of Industrial Design Engineering, TU Delft, Netherlands.

The thesis defence was on Jan 23, 2019.

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 NL

2021

February 2021 Special Issue

I was selected to be featured on New Scientist NL as an HCI researcher, introducing my research in User Experience and Human-Computer Interactions in the field of immersive technology.

Best Paper Award

2018

ACM TVX 2018

Li, J., Röggl, 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.

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

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: A Social Virtual Reality (VR) Tool for Co-designing Cakes. **ACM CHI2021 full paper.**

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 full paper.**

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

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

Li, J., Kong, Y., Rögglä, 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 full paper.**

Li, J., De Simone, F., El Ali, A & Cesar, P. (2019). A framework to measure quality of experience in social virtual reality. **ICT Open 2019 (Best Poster Nomination).**

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

Rögglä, T., **Li, J.**, Fjellsten, S., Jansen, J., Kegel, I., Pilgrim, L., Trimby, M., Williams, D., Cesar, P. (2019). From the Lab to the OB Truck: Object-Based Broadcasting at the FA Cup in Wembley Stadium. **ACM CHI2019 Case Study paper.**

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 role: Lead UX Researcher. Explore novel mechanisms for making audiovisual content more approachable, accessible, and understandable through immersive exhibitions where visitors can directly interact with the digital items.

EU funded Horizon 2020 project, Traction

Jan. 2020-Dec. 2022

My role: UX researcher. 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 role: Lead UX Researcher. 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 role: UX Researcher. Develop new object-based TV production platforms for multiscreen interactive TV viewing experiences. <https://2immerse.eu>

Dutch National COMMIT Research Program (EWIDS project)

Jan. 2012-Jan. 2016

My PhD project is part of the EWiDS project. My research focuses on developing qualitative measurement methods for understanding crowd behavior and supporting crowd wellbeing.

INVITED TALKS

January, 2020 at Delft University of Technology

Invited to give a guest lecture at "Food and Eating Design" course, at the Industrial Design Engineering Faculty of Delft University of Technology.

March, 2021 at Booking.com

Invited to give a talk about UX research in academia at Booking.com.

April, 2021 at George Mason University

Invited to give a guest lecture about HCI experiments design for Social VR at George Mason University, Virginia, USA.

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SERVICES

ACM CHI 2022: Design Chair

ACM IMX 2021: Working-in-Progress Co-Chair

ACM CHI 2021: Late-Breaking-Work: Associate Chair

ACM IMX 2020: Associate Chair

ACM MMSys 2018: Communication Chair

ACM CHI 2020 and 2021 Social VR Workshop: Co-organizer & Website Designer

ACM CHI 2021 Immersive Inclusivity Workshop: Co-organizer & Visual Designer

Conference & Journal Reviewer: ACM CHI, ACM IMX, IEEE VR, DIS, NordiCHI, CSCW, Safety Science, Virtual Reality

REFERENCES

Prof. dr. Pablo Cesar

Group leader of Distributed Interactive Systems Group
at Centrum Wiskunde & Informatica
Professor at Delft University of Technology
P.S.Cesar@cw.nl

Prof. dr. Huib de Ridder

Faculty of Industrial Design Engineering, Delft University of Technology
H.deRidder@tudelft.nl

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
A.P.O.S.Vermeeren@tudelft.nl