



JIE LI

HCI & UX RESEARCHER

EXPERIENCES

Principal Researcher

2021.12 - Now

EPAM Systems Hoofddrop, Netherlands

I am a principal researcher, leading the Metaverse research and Research Excellence Practice.

Postdoctoral Researcher (UX Research Lead)

2017.03 - 2021.11

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

2017.06 - Now

Cake Researcher Delft, Netherlands

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

PhD Candidate

2012.01 - 2017.04

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).

(Guest) Lecturer

2012.12 - 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

2010.12 - 2011.9

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.

ABOUT ME



I am a Human-Computer Interaction (HCI) and User Experience (UX) researcher, with a background in Industrial Design Engineering. I am experienced in applying both qualitative and quantitative research methods for measuring and understanding human experiences.

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

CONTACT



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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

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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.

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

Invited Researcher

2022

Dagstuhl Seminar (22491 Cognitive Augmentation)

Dagstuhl seminar is a prestigious scientific event that invites leading researchers in the field to discuss the future research agenda.

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., Rögglä, 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

Inde buurt

DEC 24, 2018

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

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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.

May, 2021 at King's College London

Invited to give a guest lecture about social VR research

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DESIGN & COMMUNICATION VOLUNTEER WORK

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

Dr. Alexandra Diening

Senior Director, Research and Insight, EMEA
EPAM Systems
Alexandra_Diening@epam.com

Prof. dr. Pablo Cesar

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

Dr. David Ayman Shamma

Research Scientist at Toyota Research Institute
Previous Vice President of Operations at ACM SIGCHI
Previous Research Director at Yahoo
aymans@acm.org

Prof. dr. Huib de Ridder

Professor at the Faculty of Industrial Design Engineering
Delft University of Technology
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