



JIE LI

HCI & UX RESEARCHER

EXPERIENCES

Chief Scientific Officer

2024.09 - Now

Human-AI Symbiosis Alliance (H-AISA) Zurich, Switzerland

I lead the H-AISA's scientific vision and strategy, establishing and nurturing collaborations with academic institutions and research partners, ensuring the scientific rigor and quality of our projects, and shaping the research agenda around human-AI interaction, trust, and collaboration.

Head of Research (NL)

2022.12 - 2025.05

EPAM Amsterdam, Netherlands

I lead the research on User Experience, Immersive Experiences and Human-AI Experiences.

Columnist

2023.09 - Now

ACM Interactions New York, NY, United States

I host a column in ACM Interactions called Bits to Bites, where I explore diverse topics related to HCI and Human-Centered AI.

Guest Professor

2023.04 - 2023.11

Keio University Yokohama, Japan

I was invited to be a visiting professor at the Graduate School of Media Design, Keio University.

Principal Researcher

2021.12 - 2022.11

EPAM Amsterdam, Netherlands

I worked as a principal researcher at EPAM Research & Insights Department, leading the HCI and UX research and the research excellence.

Postdoctoral Researcher

2017.03 - 2021.11

Centrum Wiskunde & Informatica (CWI) Amsterdam, Netherlands

I am a mixed-methods research, developing subjective and objective evaluation methods and 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>

ABOUT ME



I am a Human-Computer Interaction (HCI) research, with a background in Industrial Design Engineering. I have experience applying mixed research methods to design, measure, and understand human experiences with technologies.

Besides my research career, I am a professional cake artist, designing cakes and running a café *Cake Researcher* in the city center of Delft, The Netherlands.

CONTACT



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Email

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Website

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

SKILLS



SKILLS

HCI 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

JIE LI

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PhD Candidate

Delft University of Technology (TU Delft) Delft, Netherlands

2012.01 - 2017.04

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

TU Delft Delft, Netherlands

2012.12 - 2017

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

Philips Eindhoven, Netherlands

2010.12 - 2011.9

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.

EDUCATION

TU Delft

2012-2017

PhD on Human-Computer Interaction

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

Pastry Chef & Speaker

2023

10th Heidelberg Laureate Forum

I was invited to be the pastry chef designing the 10th anniversary cake for the Heidelberg Laureate Forum. I was also a speaker, describing the design inspirations for this mathematically themed cake called "Einstein (One Stone)".

Invited Researcher

2023

Dagstuhl Seminar 23482: Social XR

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

Master of Ceremony & Panelist

2022

9th Heidelberg Laureate Forum

I was invited to be the master of ceremony to host the opening and closing ceremonies of the 9th Heidelberg Laureate Forum. I was also a panelist among the laureates to discuss the career paths with young researchers.

Best Demo Award

2022

ACM Multimedia 2022

Reimat, I., Mei, Y., Alexiou, E., Jansen, J., Li, J., Subramanyam, S., ... & Cesar, P. (2022, October). Mediascape XR: A Cultural Heritage Experience in Social VR.

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.

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 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.

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.

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**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>

PROJECTS

Roche, Honda, LVMH, British Telecom, Ziggo, Liberty Global Dec. 2021-Now

My role: Principal UX Researcher. I lead the UX team at multiple clients for conducting user experience research (e.g., online/offline in-depth interviews, usability testing, A/B testing, diary studies, surveys) and closely work with UX Designers and Developers in sprints for delivering digital solutions.

MediaScape

Feb. 2020-Jul. 2021

My role: Lead 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: 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 Researcher. Develop Quality of Experience (QoE) metrics and evaluation methods for social VR experiences. <https://vrtogether.eu>

EU funded Horizon 2020 Project, 2-IMMERSE

Dec. 2015-Dec. 2018

My role: 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 focused on developing qualitative measurement methods for understanding crowd behavior and supporting crowd wellbeing.

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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

July, 2022 at Jiangnan University

Invited to give a talk about running HCI experiments using immersive technology

March, 2023 at CHIWORK (<https://www.chiwork.org>)

Invited to give a talk on "Measuring Collaborative User Experiences in Social Virtual Reality".

March, 2023 at the Spring School on Social XR (Amsterdam)

Invited to give a tutorial on "Design, Development and Evaluation of Social XR Applications" (<https://www.dis.cwi.nl/spring-school/>).

June, 2023 at Google AI Research (Amsterdam)

Invited to give a talk on Immersive Experience Design and Research

June, 2024 at Philips Research

Invited to give a talk on Synthetic User Research

July, 2024 at 3rd Women in Computing Workshop (Munich)

Invited to give a talk on career choices

September, 2024 at George Mason University

Invited to give a guest lecture about Synthetic User Research and career advises with PhD students.

May, 2025 at Women in AI Benelux

Invited to give a talk about "When AI meets UX"

LIST OF PUBLICATIONS

Google Scholar

<https://scholar.google.com/citations?user=P3XvoaMAAAAJ&hl=en>

2025

ElAgroudy, P., Väänänen, K., Li, J., Oulasvirta, A., Barbareschi, G., Gruenerbl, A., ... & Lukowicz, P. (2025). Transforming Human-AI Collaboration using “Large Whatever Models”(LWMs). In Proceedings of the **Extended Abstracts of ACM CHI2025**.

Li, J. (2025). Eternal Life? A Conversation with Hiroshi Ishii on TeleAbsence. **Interactions**, *32(3)*, 19-21.

Li, J., Withana, A., Diening, A., Kunze, K., & Inami, M. (2025). Beyond Human: Cognitive and Physical Augmentation through AI, Robotics, and XR--Opportunities and Risks. arXiv preprint arXiv:2503.09987. **Augmented Humans 2025**.

Li, J. (2025). What If We Don't Accept the Cookies?. **Interactions**, *32(1)*, 19-21.

2024

- Li, J., Cao, H., Lin, L., Hou, Y., Zhu, R., & Ali, A. E. (2024). User Experience Design Professionals' Perceptions of Generative Artificial Intelligence. In **Proceedings of ACM CHI2024**.
- Li, J. (2024). "I Feel Soothed and Cured": The Effects of ASMR and How HCI Research Can Benefit from Them. **Interactions**, *31(5)*, 12-14.
- Wang, N., Zhou, J., Li, J., Han, B., Li, F., & Chen, S. (2024). HardenVR: Harassment Detection in Social Virtual Reality. In **Proceedings of IEEEVR 2024** (pp. 94-104).
- Li, J. (2024). How Far Can We Go with Synthetic User Experience Research?. **Interactions**, *31(3)*, 26-29.
- Li, J. (2024). Experimentation Everywhere and Every Day: Running A/B Testing in Corporate Environments. **Interactions**, *31(1)*, 20-22.
- Aloï, D., Bouzit, S., & Li, J. (2024). Biometric Methods for User Research: Three Case Studies. In **Extended Abstracts of ACM CHI2024**.
- Elagroudy, P., Li, J., Väänänen, K., Lukowicz, P., Ishii, H., Mackay, W. E., Churchill, E. F., ..., & Schmidt, A. (2024). Transforming HCI Research Cycles using Generative AI and “Large Whatever Models” (LWMs). In **Extended Abstracts of ACM CHI2024**.

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2023

- Li, J. (2023). From Immersive Experiences to the Metaverse: How Can We Engage More Users?. *Interactions*, 30 (3), 48-53.
- Li, J. (2023). Slash Career? Balancing Work and Life with Cakes. *XRDS: Crossroads, The ACM Magazine for Students*, 29 (3), 10-11.
- Yu, X., Li, J., Vos, S., & Brombacher, A. (2023). ACTIVE4: A Conceptual Framework for Gathering Empathetic Insights toward Office Workers' Vitality Ecosystem Design. In *Extended Abstracts of ACM CHI2023*.
- Li, J. (2023). What Are You Reading? *Interactions*, 30 (6), 16-17.

2022

- Li, J. & Cesar, P. (2022). Social Virtual Reality (VR) Applications and User Experiences. In *Immersive Video Technology* (Edited by Zerman, E. et al.). Elsevier, Amsterdam.
- Montagud, M., Li, J., Cernigliario, G., El Ali, A., Fernández, S. & Cesar, C. (2022). Towards SocialVR: Evaluating a Novel Technology for Watching Videos Together. *Virtual Reality*. Springer Nature.
- Viola, I., Subramanyam, S., Li, J. & Cesar, P. (2022). On the impact of VR assessment on the quality of experience of highly realistic digital humans. *Quality and User Experience*, 7 (3). Springer.
- Reimat, I., Mei, Y., Alexiou, E., Jansen, J., Li, J., Subramanyam, S., ... & Cesar, P. (2022, October). Mediascape XR: A Cultural Heritage Experience in Social VR. In *Proceedings of the ACM Multimedia 2022* (pp. 6955-6957, **Best Demo Award**).
- Striner, A., ..., Li, J. & Cesar, P. (2022, November). The Co-Creation Space: Supporting Asynchronous Artistic Co-creation Dynamics. In *Companion Publication of the 2022 CSCW* (pp. 18-22).

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2021

- Mei, Y., **Li, J.**, De Ridder, H. & Cesar, P. (2021). CakeVR: A Social Virtual Reality (VR) Tool for Co-designing Cakes. In ***Proceedings of ACM CHI 2021***.
- Williamson, J., **Li, J.**, Shamma, D.A., Vinayagamoorthy, V. & Cesar, P. (2021). Understanding User Proxemics and Social Formations in an Instrumented Virtual Reality Workshop. In ***Proceedings of ACM CHI2021***.
- **Li, J.**, Vinayagamoorthy, V., Williamson, J., Shamma, D. A. & Cesar, P. (2021). Social VR: A New Medium for Remote Communication and Collaboration. In ***Extended Abstracts of the ACM CHI2021***.
- Ryskeldiev, B., Ochiai, Y., Kusano, K., **Li, J.**, Kunze, K., Saraiji, M.H.D.Y., Billinghamurst, M., Nanayakkara, S., Sugano, Y., Honda. T. (2021). Immersive Inclusivity at CHI: Design and Creation of Inclusive User Interactions Through Immersive Media. In ***Extended Abstracts of the ACM CHI2021***.
- Pagador, H. R., Dominguez, A.,...**Li, J.**, Striner, A., Cesar, P. (2021). Co-creation Stage: a Web-based Tool for Collaborative and Participatory Co-located Art Performances. In ***Adjunct Proceedings of ACM IMX 2021***.
- Ana R., Sergio Z., Ignacio L.,...**Li, J.**,...Cesar, P. (2021). A Collaborative VR Murder Mystery using Photorealistic User Representations. In ***the 2021 IEEE VR Abstracts and Workshops***.

2020

- Xue, T., **Li, J.**, Chen, G. & Cesar, P. (2020). A Social VR Clinic for Knee Arthritis Patients with Haptics. In ***Adjunct Proceedings of ACM IMX 2020 (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. In ***Proceedings of IEEE VR 2020***.
- **Li, J.**, Chen, G., De Ridder, H. & Cesar, P. (2020). Designing A Social VR Clinic for Medical Consultations. In ***Extended Abstracts of the ACM CHI2020***.
- Tharatipyakul, A., **Li, J.** & Cesar, P. (2020). Designing User Interface for Facilitating Live Editing in Streaming. In ***Extended Abstracts of the ACM CHI2020***.
- **Li, J.**, Vinayagamoorthy, V., Schwartz, R., Ijsselsteijn, W., Shamma, D. A. & Cesar, P. (2020). Social VR: A New Medium for Remote Communication and Collaboration. In ***Extended Abstracts of the ACM CHI2020***.
- Vasilchenko, A., **Li, J.**, Ryskeldiev, B., Sarcar, S., Ochiai, Y., Kunze, K. & Radu, I. (2020). Collaborative Learning and Co-creation in XR. In ***Extended Abstracts of the ACM CHI2020***.

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2019

- 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. In *Proceedings of ACM CHI2019*.
 - Li, J. (2019). Crowds inside out: Understanding crowds from the perspective in individual crowd members' experiences. *PhD thesis, Delft University of Technology*, ISBN 9789065624314.
 - Li, J., De Simone, F., El Ali, A & Cesar, P. (2019). A framework to measure quality of experience in social virtual reality. In *Proceedings of ICT Open 2019 (Best Poster Nomination)*.
 - De Simone, F., Li, J., Debarba, H. G., El Ali, A., Gunkel, S. N., & Cesar, P (2019). Watching videos together in social Virtual Reality: An experimental study on user's QoE. In *Proceedings of the IEEEVR 2019*.
- 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. In *Proceedings of the ACM CHI2019*.

2018

- Li, J., Rögglä, T., Glancy, M., Jansen, J., & Cesar, P. (2018). A New Production Platform for Authoring Object-based Multiscreen TV Viewing Experiences. In *Proceedings of the 2018 ACM TVX (Best Paper Award)*.
- Li, J., Zheng, Z., Meixner, B., Rögglä, T., Glancy, M., & Cesar, P. (2018). Designing an Object-based Preproduction Tool for Multiscreen TV Viewing. In *Extended Abstracts of the ACM CHI2018*.
- Rögglä, T., Li, J., Jansen, J., Gower, A., Trimby, M., & Cesar, P. (2018). 2IMMERSE Production Suite: A Platform for Creating Interactive Multiscreen Experiences. In *Adjunct Proceedings of the ACM TVX*.

2017 AND EARLIER

- Li, J., Vermeeren, A.P.O.S. & De Ridder, H. (2014). Designerly ways of exploring crowds. *International Journal of Cultural and Creative Industries*, 2(1), p. 4-17.
- Li, J., Cai, R., De Ridder, H., Vermeeren, A. & Van Egmond, R. (2014). A study on relation between crowd emotional feelings and action tendencies. In *Proceedings of the 8th Nordic CHI Conference on Human-Computer Interaction*.
- Li, J., Erkin, Z., De Ridder, H. & Vermeeren, A.P.O.S. (2013). A field study on real-time self-reported emotions in crowds. In *Proceedings of ICT OPEN 2013*, The Netherlands.
- Martella, C., Li, J., Conrado, C., & Vermeeren, A. (2017). On current crowd management practices and the need for increased situation awareness, prediction, and intervention. *Safety Science*, 91, 381-393.
- Wang, Y. T., Li, J., & Vink, P. (2014). The future aircraft interior design inspired by crowd well-being. In *Advances in Social and Organizational Factors* (Edited By Peter Vink). Published by the 5th International conference on Applied Human Factors and Ergonomics (AHFE2014).
- Wang, Y. T., Li, J., & Vink, P. (2014). Urban legend: A BWB interior that enhances passenger well-being. *Aircraft Interior International*, March Issue.
- Erkin, Z., Li, J., Vermeeren, A.P.O.S. & De Ridder, H. (2014). Privacy-preserving emotion detection for crowd management. In *Proceedings of 10th International Conference on Active Media Technology*.
- Wijermans, N., Conrado, C., van Steen, M., Martella, C., & Li, J. (2016). A landscape of crowd-management support: An integrative approach. *Safety Science*, 86, 142-164.
- Martella, C., Van Halteren, A., Van Steen, M., Conrado, C. & Li, J. (2014). Crowd texture as proximity graphs. *IEEE Communications Magazine*, 52 (1), p. 115-121.
- Li, J., De Ridder, H., Vermeeren, A.P.O.S., Conrado, C. & Martella, C. (2013). Designing for crowd well-being: Current designs, strategies and future design suggestions. In *Proceedings of International Association of Societies of Design Research (IASDR) 2013 Conference*.

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SERVICE WORK

CHI Nederland (A SIGCHI Chapter): Design and Event Chair, Co-organized “Experience & Beyond” event in 2022 and 2024, bringing speakers from industry and academia for an knowledge exchanging afternoon on the topic of HCI and UX research.

ACM CHI 2026: General Chair Assistant

ACM MobileHCI 2025: Publicity Chair

SIGGRAPH 2024: XR Committee Member

ACM CHI 2025: Sponsorship Chair Assistant

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

REFERENCES

Prof. Hiroshi Ishii

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

Dr. David Ayman Shamma

Research Scientist at Toyota Research Institute
Previous Vice President of Operations at ACM SIGCHI
Previous Research Director at Yahoo
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