

EUREKA FOONG

PhD Student in Technology and Social Behavior
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RESEARCH INTERESTS

Design education, human-computer interaction, crowdsourcing, crowdwork, problem solving, creativity and innovation, sensemaking, expertise, online communities

EDUCATION

Ph.D., Technology and Social Behavior (Expected 2020) 2015 - present
Northwestern University, Evanston, IL

- Primary advisor: Prof. Elizabeth Gerber
- Joint program in Communication Studies and Computer Science
- Research interests: Crowdsourced work, problem solving and innovation, design process, information design, feedback
- Relevant coursework: *Machine Learning, Social Network Analysis, Understanding Media Markets, Intro to Design for Learning Sciences, Sociological Field Methods*

B.A., Psychology (Minor: Media Studies) 2012 - 2014
Linfield College, McMinnville, OR

- Primary advisor: Prof. Kay Livesay
- Research project: *Mood, Attention and the Aha! Moment*
- CGPA: 4.00
- Relevant coursework: *Research in Cognitive Psychology, Media and Child Development, Introduction to Programming: Functions and Objects, Principles of Advertising*

American Degree Transfer Program 2011-2012
INTI International College Penang, Malaysia

WORK AND RESEARCH EXPERIENCE

User Experience Research Lead, Piktochart

Nov 2014 – Sep 2015

- Led organizational shift toward design thinking by organizing inclusive “design sprints”
- Represented users in discussions with the design and development teams
- Implemented moderated and unmoderated, remote and in-person usability tests
- Prepared and analyzed surveys to assess attitudes of online users
- Combined insights from user interviews, web analytics and business goals to define user personas
- Made user-centered recommendations on infographic content, interaction design and website copy
- Communicated results of research internally at daily and weekly meetings

Public Affairs Intern, American Psychological Association (APA)

Jun 2014 – Aug 2014

- Helped attract media attention to the 122nd Annual APA Convention in Washington, D.C.
- Proofread press kits sent to hundreds of journalists worldwide
- Contributed to the addition of 2,464 new Twitter followers and 29,420 new Facebook fans
- Conducted interviews and wrote profiles for the APA magazine, *Monitor on Psychology*
- Helped organize a Tweetup for the annual convention

Web and Digital Marketing Intern, Linfield College

Jan 2013 – May 2014

- Improved site usability by reorganizing and updating 12 academic department websites
- Implemented changes directly using the MODX content management system

APA Summer Science Research Fellow, George Mason University

Summer 2013

- Selected as one of 12 undergraduates from 500 applicants across the United States
- Worked at the Arch Lab in the Human Factors and Applied Cognition program
- Under the supervision of Dr. Robert Youmans, helped build experimental designs to study individual differences in cognitive flexibility
- Contributed to the development of a new measure of cognitive flexibility
- Successfully ran pilot studies using the concurrent verbal protocol (CVP) technique. Prepared slides in Adobe Photoshop to aid the coding of CVP data

Founding Editor, The Spark News

Nov 2011 – Apr 2012

- Launched INTI International College Penang's student newspaper in 2011
- Managed a team of 35 students while overseeing weekly operations, outlining roles and guidelines for members, organizing meetings, recruiting and training new staff and encouraging a positive work ethic

INVITED TALKS

Foong, E. (2016, April 9). *Don't start with the solution: What hackathons can tell us about solving big problems*. Invited talk at TEDxNorthwesternU, Northwestern University, IL.

Foong, E. C. Y. (2015, May 29). *UX in the industry*. Invited talk at Universiti Putra Malaysia Human-Computer Interaction Day, Serdang, Malaysia.

Foong, E. C. Y. (2015, May 28). *Should we be scared of psychologists? Psychology in marketing and product design*. Invited talk at TEDxKLWomen 2015, Kuala Lumpur, Malaysia.

Foong, E. C. Y. (2015, April 18). *UI/UX Day*. Invited moderator at One Academy UI/UX Day, Penang, Malaysia.

Foong, E. C. Y. (2015, April 11). *Why marketers should think about user experience*. Invited talk at Exabytes Malaysia Internet Marketing Summit, Subang Jaya, Malaysia.

CONFERENCE PROCEEDINGS

Foong, E., Dow, S., Bailey, B., & Gerber, E. (2017). Online feedback exchange: A framework for understanding the socio-psychological factors. *Proceedings of the Annual ACM Conference on Human Factors in Computing Systems (CHI '17)*.

POSTERS

Foong, E. (2016, October). *Crowdfedback: A multi-faceted framework for designing crowd-based feedback systems*. Poster presented at the Grace Hopper Celebration of Women in Computing in Houston, TX.

WORKSHOPS AND CONFERENCE PRESENTATIONS

Foong, E., & Gerber, E. (2017, February). Challenges incorporating community feedback at recurring civic hackathons. In Filippova, A. (Chair), *Hacking and Making at Time-Bounded Events: Current Trends and Next Steps in Research and Event Design*. Workshop to be conducted at the ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW '17), Portland, OR.

Foong, E., Gerber, E., & Franconeri, S. (2016, May). An exploratory study of developing expertise through crowdwork. In M. Krause (Chair), *Connecting online work and online education at scale*. Workshop conducted at the ACM Conference on Human Factors in Computing Systems (CHI '16), San Jose, CA.

Foong, E., Gerber, E., & Franconeri, S. (2016, February). Learning on the job: Training crowdworkers to learn complex skills through micro-tasks. In A. Lampinen (Chair), *The future of platforms as sites of work, collaboration and trust*. Workshop conducted at the ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW '16), San Francisco, CA.

Foong, E. C. Y. (2014, May 25). *Mood, attention, and the aha! moment*. Poster presented at the 26th Association for Psychological Science Annual Convention, San Francisco, CA.

Foong, E. C. Y. (2014, May 16). *Mood, attention, and the aha! moment*. Poster presented at the 22nd Annual Linfield College Student Scholarship Symposium, McMinnville, OR.

Foong, E. C. Y. (2014, February 28). *The psychology of creativity*. Oral presentation for the Department of Psychology at Linfield College, McMinnville, OR.

Foong, E. C. Y., & Guevara, J. D. (2013, July). *A three-way approach to creativity*. Oral presentation at American Psychological Association Summer Science Fellowship Research Symposium at George Mason University, VA.

MAGAZINE PUBLICATIONS

Foong, E. (2015, January). Random Sample: Carmen J. Cividanes-Lago, PhD. *Monitor on Psychology*, 28.

Foong, E. (2014, November). Random Sample: Karen Ferguson, PhD. *Monitor on Psychology*, 24.

HONORS AND AWARDS

Most Social Impact Award (Runner-up), Hackathon for Wildlife	2015
First Place, Noba Psychology Student Video Award (\$6000)	2014
Linfield College Ploog-Tieleman Research Award (\$500)	2014
Linfield College Department of Psychology Poster of the Year Award	2014
Linfield College Dean's List	2012
INTI International College Penang President's List	2011
Highly Commendable Project, CO2nnect: CO2 on the Way to School	2010

GRANTS AND FELLOWSHIPS

Segal Design Cluster Fellowship 2016-2017	2016
Computing Research Association – Women (CRA-W) Grad Cohort 2016 participant	2016
Segal Design Institute Norman Design Fund Grant	2015
Northwestern University School of Communication Graduate Assistantship	2015
Linfield College Department of Psychology Research Travel Grant (\$650)	2014
American Psychological Association Summer Science Fellowship (\$3,450)	2013
Linfield College International Trustee Scholarship (\$23,000/year)	2012
INTI International College Penang Merit Scholarship	2011

PROFESSIONAL AND COMMUNITY SERVICE

Volunteer, International Design, Computing and Cognition 2016 conference	2016
Northwestern University Women in Computing graduate representative and mentor	2016
Participant in the Access to Justice project at Chi Hack Night, Chicago	2016
Volunteer and member, ABI.Chicago (Anita Borg Institute local chapter)	2015
Graduate Student Mentor, Northwestern Society of Women Engineers	2015
Department Representative, Northwestern Graduate Leadership and Advocacy Council	2015
Participant, Hackathon for Wildlife sponsored by Internet of Elephants	2015
Volunteer, <i>Youth Empowerment and Literacy</i> in Oakland, California	2014
Peer Mentor, Linfield College	2014
RISE Research Award Competition reviewer, Association for Psychological Science	2013

Campus Representative, Association for Psychological Science
Graphic Design Volunteer, Malaysia U.S. Chamber of Commerce

2013
2013

MEMBERSHIP

Delta Lab, Northwestern University
Association for Computing Machinery (ACM), Student Member
Illinois Technology Association, Student Member
American Psychological Association, Student Affiliate
Association for Psychological Science, Undergraduate Student Affiliate
Psi Chi International Honor Society in Psychology

TECHNICAL SKILLS

JavaScript, Java, Python, HTML, CSS
Basic understanding of machine learning and social network analysis
Adobe Photoshop, Adobe Premiere Pro, iMovie
IBM SPSS Statistics, SuperLab
Microsoft Office