EUREKA FOONG

www.eurekafoong.com
eureka@u.northwestern.edu

I am a PhD candidate in human-computer interaction (HCI) studying technologies that support the professional development of creative freelancers. I am seeking opportunities to ask and answer foundational research questions about technology using mixed research methods in a product-focused environment.

EDUCATION

PhD, Technology and Social Behavior (expected June 2020)   Sep 2015 – present
Delta Lab, Northwestern University, Evanston, IL
Joint program in Communication Studies and Computer Science
Primary advisor: Elizabeth Gerber, Ph.D.

B.A., Psychology (minor: Media Studies), summa cum laude   Aug 2012 – June 2014
Linfield College, McMinnville, OR

WORK AND RESEARCH EXPERIENCE

Graduate Research Assistant, Northwestern University   Sep 2015 – present
- Led and published 3 first-author projects using data mining and experimental methods to understand online feedback exchange and creative freelancers

AI UX Research Intern, Facebook   Jan 2019 – Mar 2019
- Designed, executed, and disseminated research to understand the role of AI in promoting online civil discourse using interviews and focus groups with 30 people

Research Science Intern, Adobe Research   Jun 2018 – Aug 2018
- Led design-based research with creative freelancers to understand how a professional online community can be designed to encourage helpful, brand-focused feedback

Lead UX Researcher, Piktochart (Penang, Malaysia)   Nov 2014 – Sep 2015
- Established user research practices, including design sprints, throughout the organization
- Managed Combined qualitative and quantitative insights to define user segments

APA Summer Science Research Fellow, George Mason University   Jun 2013 – Jul 2013
- In the Human Factors and Applied Cognition program, designed experiments to study individual differences in cognitive flexibility

SELECTED HONORS, AWARDS, AND SERVICE
- Design Research Cluster Fellow 2016-19
- TEDxNorthwesternU & TEDxKLWomen 2015
- Participant at Chi Hack Night in Chicago
- Mentor, Women in Computing

TECHNICAL AND DESIGN SKILLS
- Interviewing, experimental design, survey methods, usability testing, data mining
- Python, R, SPSS, Java, JavaScript, HTML/CSS
- Adobe Premiere Pro, iMovie, Photoshop