

# Eureka Foong, PhD

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UX Researcher and Leader on  
Equity in Tech for Online  
Creative Work

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## Relevant Work Experience

### Postdoctoral Researcher at Tokyo College / Visiting Researcher at Carnegie Mellon University

The University of Tokyo, Tokyo, Japan | Jan 2021 – Present

- Highlight gender and cultural differences in remote work by running a global design-based experiment to design more equitable video conferencing systems that is part of a larger global research program on remote work technologies
- Empower millions of women in online freelancing marketplaces to set higher pay rates by leading an agile development project with designers and programmers to develop a new online interactive negotiation tool

### Research Lead and Segal Design Institute Fellow

Northwestern University, Illinois, USA | Sep 2015 – Dec 2020

Pioneered research on gender disparities in pricing and invisible labor of creative professionals in the online gig economy through 5 peer-reviewed collaborative research projects involving big data analysis using Python and R; surveys; ethnographies; interviews; online and in-person experiments; and design-based research methods

### AI User Experience Research Intern

Facebook, California, USA | Jan 2019 – Mar 2019

Influenced early design decisions by Facebook's Office of the CTO on the role of AI in civil online discussion by conducting and synthesizing insights from internal focus groups and in-depth interviews in less than 10 weeks

### Research Science Intern

Adobe Research, California, USA | Jun 2018 – Aug 2018

Produced practical insights to help Adobe design effective crowdsourcing systems for creative professionals by developing an app for rapid feedback on portfolios based on over 40 semi-structured interviews and evaluating the app in a controlled experiment

### Lead User Experience Researcher

Piktochart, Penang, Malaysia | Nov 2014 – Sep 2015

Enabled cross-functional teams at this Software-as-a-Service (SaaS) startup to incorporate UX insights in product development by founding a UX research program, which included introducing 5-day design sprints between more than a dozen developers, designers, and marketing professionals, developing user personas, and training the company's first UX research intern

## Education

### Ph.D. in Technology and Social Behavior (Computer Science and Communication Studies)

Northwestern University | Sep 2015 – Dec 2020 | Recipient of the Don Norman Design Fund Award and Segal Design Institute Fellowship

## Skills, Languages, and Selected Invited Talks

- Rapid prototyping, usability studies, experiments, interviews, focus groups, design sprints, ethnography, surveys, big data analysis, Python, R, crowdsourcing, participant recruitment, project management, HTML, CSS, JavaScript, web application development; English (native), Malay (fluent), Japanese (advanced beginner), Italian (advanced beginner)
- Invited to speak at TEDxKLWomen 2015 ("Should we be scared of psychologists? Psychology in marketing and product design") and TEDxNorthwestern 2016 ("Don't start with the solution: What hackathons can tell us about solving big problems")

## Selected Publications on Online Work and Equity

Foong, E., & Gerber, E. (2021, May). Understanding Gender Differences in Pricing Strategies in Online Labor Marketplaces. In Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems (pp. 1-16). – **Honorable Mention Award Recipient**

Foong, E., Kim, J. O., Dontcheva, M., & Gerber, E. M. (2021). CrowdFolio: Understanding How Holistic and Decomposed Workflows Influence Feedback on Online Portfolios. Proceedings of the ACM on Human-Computer Interaction, 5(CSCW1), 1-31. – **Collaboration with Adobe**