

Xuan Zhao

6073792191 | <http://xuanzhao.org> | xuanzhao630@gmail.com

10+ years of research experience in industry and academic contexts; Passionate about paring attitudinal and behavioral data for strategic insights; Think both in theory and in product; Value story-telling as much as rigor

Experience

Airbnb, Lead Experience Researcher, San Francisco, 08/2019-present

- Driving all research in Payin to empower guest payments globally and drive conversion on Airbnb

Robinhood, Inc., Research Lead, Menlo Park, 08/2016-07/2019

- As the founding member of research team, I built initial frameworks for understanding Robinhood's core user base (e.g. data-informed user personas) and developed survey metrics to track and measure Product Sentiment to inform product roadmaps;
- Owned all strategic and tactical research for Web, Options Trading, New User Experience, and various New Financial Products, always tackling the most challenging "0->1" projects within the company;
- Uniquely positioned between user research and data science teams, working with both large-scale quantitative data (both survey and log data) and in-depth qualitative data for insights;
- Established and scaled research practices as the team grew from 2 to 5, mentored junior researchers

Twitter, User Researcher (PhD Intern), San Francisco, 05/2016-08/2016

- Led survey and interview studies to understand the use of leading @mention and ".@mention" on Twitter (findings contributed to the simplification of conversation rules on Twitter)

Facebook, Inc., User Researcher (PhD Intern), Menlo Park, 05/2014 – 08/2014; 02/2013-05/2013

- 2014: Led a large-scale survey and multiple exploratory research to understand photo story-telling and how people manage personal photos on mobile devices (findings contributed to the final launch of Facebook Collage)
- 2013: Led interview and diary studies to support the redesign of Facebook composer and users' privacy settings (research findings achieved major impact on the composing flow on Facebook); worked on exploratory research on redesigning mobile Timeline interface (findings contributed to the launch of Personalized Timeline)

Microsoft Research Cambridge, Visiting Scholar, Cambridge, United Kingdom, 06/2013-09/2013

- Led ethnographic research exploring how content generation on social media is becoming part of the digital archiving practice, over time and across sites (findings published at CHI'14)

IBM Research, Researcher/Designer (Intern), Beijing, 06/2010-09/2010

- Led the design and research of an enhanced wiki-based groupware to support distributed collaboration (Findings published at CSCW'11)
- Redesigned and implemented the new Cornell Confluence (an online wiki system for facilitating student group projects at Cornell) based on work at IBM

Education

| | |
|---|------|
| University of Michigan , Ann Arbor, MI | 2016 |
| PhD in Information Science (Human-Computer Interaction) | |
| Cornell University , Ithaca, NY | 2012 |
| Master of Science in Communication (Human-Computer Interaction) | |
| University of Wisconsin-Milwaukee , Milwaukee, WI | 2009 |
| Master of Arts in Organizational Communication | |
| Shandong University , Jinan, China | 2007 |
| Bachelor of Arts in Journalism, Minor in Material Engineering | |

Peer-reviewed
Publications

Zhao, X., Lampe, C., & Ellison, N. (2016). The social media ecology: User perceptions, strategies, and challenges. To appear in *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI'16)*. [Acceptance rate: 23.4%]

Zhao, X., Lindley, S. (2014). Curation through use: Understanding the personal value of social media. In *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI'14)*, 2431-2440. [Acceptance rate: 22.8%]

Zhao, X., Salehi, N., Naranjit, S., Alwaalan, S., Volda, S., & Cosley, D. (2013). The many faces of Facebook: Experiencing social media as performance, exhibition, and personal archive. In *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI'13)*, 1-10. [Best Paper Award, top 1% of all submissions]

(co-first-authors) Yuan¹, C., **Zhao¹, X.**, Liao, Q., Chi, C. (2013). The usage of different information and communication technologies to support knowledge sharing in organizations: From email to micro-blogging. *Journal of the Association for Information Science and Technology (JASIST)*, 64, 1659-1670.

Zhao, X., Schwanda, V., Cosley, D. (2012). It's complicated: How romantic partners use Facebook. In *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI'12)*, 771-780. [Acceptance rate: 23%]

(co-first-authors) Schwanda¹, V., **Zhao¹, X.**, Cosley, D. (2012). See Friendship, sort of: How conversation and digital traces might support reflection on friendships. In *Proceedings of the ACM Conference on Computer Supported Cooperative Work (CSCW'12)*. 1145-1154. [Acceptance rate: 39.5%]

Zhao, X., Xiao, W., Chi, C., & Yang, M. (2011). Integrating Twitter into Wiki to support informal awareness. In *Proceedings of the ACM Conference on Computer Supported Cooperative Work (CSCW'11)*. 733-736.

Zhao, X. (2010). The impact of characteristics of face-to-face communication on online interactions in hybrid teams. Paper presented at the *Annual Convention of International Communication Association (ICA'10)*, Singapore, 2010.

Zhao, X. (2009). Organization-based self-esteem, media preferences, and informal communication. Paper presented at the *Annual Convention of International Communication Association (ICA'09)*, Chicago, IL. May, 2009.

Allen, M., Rae, A., Peterson, J., Rae, A., Kim, K., & **Zhao, X.** (2009). A method of evaluating the impact of scholars. Paper presented at the *Annual Convention of International Communication Association (ICA'09)*, Chicago, 2009.

Zhao, X. (2009). Informal communication networks. In M. Allen (Ed.). *Business and professional communication* (pp 100-107). Milwaukee, WI: Clark Graphics.

Teaching

SI110: **Introduction to Information**, University of Michigan, 09/2014-present
Info 2450: **Technology and Communication**, Cornell University, 08/2009-12/2009
Info 3450: **Advanced Human Computer Interaction Design**, Cornell University, 08/2010-12/2010
Comm105: **Business and Professional Communication**, UW-Milwaukee, 09/2007-05/2009

Selected Awards

Facebook PhD Fellowship Finalist (2014-2015)
CHI Best Paper Award (top 1% of all submission)
U-M Rackham Research Grant
Chancellor's Graduate Student Award
China-Taiwan Visiting Scholar Fellowship (Foxconn Technology Group)

Technical Skills and
Language

Research Skills: Exploratory Data Analysis / Survey / Content Analysis / Interview / Field Study/ Focus Group/ Diary Study/ Experiment/ Usability
Programming/Statistical Tools: R (primary), Tableau (primary), Stata, SPSS, JMP, UCINet
Qualitative Research Tools: ATLAS.ti , NVivo, TAMS Analyzer
Design: Arduino, Processing (basic)
Languages: Chinese-Mandarin (native) and English

Service

Reviewer for **New Media and Society**
Reviewer for **ACM Conference on Computer Supported Cooperative Work (CSCW):** 2012-2019
Reviewer for **ACM CHI Conference:** 2012-2019