Szu-Yu (Cyn) Liu

UX Design Researcher

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PROFILE

PhD candidate in HCI with a hybrid background in Design Research and Product Design. I have 6+ years of experience leading and conducting all phases of user research—study design, protocol development, participant recruitment, stakeholder management, data collection/analysis, prototyping, and report/publication.

I embed user-centered thinking throughout the product development process and collaborate with cross-functional stakeholders to drive strategic design impacts through research.

SKILLS

User Research
Ethnography, field studies, survey, interview, contextual inquiry, material probe, diary studies, co-design, participatory design, cognitive mapping, card sorting, usability, literature review

Design Strategy
Competitive analysis, trend study, service blueprint, behavior persona, customer journey map

Product Design
Photoshop, Illustrator, InDesign, ideation, sketching, wireframing, prototyping, 2D/3D fabrication

Language
English, Mandarin (Chinese)

SELECTED AWARDS

Research Fellowships

- CIFellow, National Science Foundation, USA ($253,800)
- PhD Research Grant, Ministry of Education, Taiwan ($32,000)

Best Paper Honorable Mention (top 5% of accepted papers)

- ACM CHI'19 (2 awards)
- ACM TEI'19

International Design Awards

- Good Design Award (2015)
- iF Concept Award (2012)

EDUCATION

Ph.D., Human-Computer Interaction (Informatics)
Aug '16 – Dec '20 (expected) | Indiana University, Bloomington, IN

M.S., Human-Computer Interaction (Informatics)
Aug '16 – May '18 | Indiana University, Bloomington, IN | GPA: 4.0

M.Des., Product Design
Sep '10 – Jun '13 | Taiwan Tech, Taipei, Taiwan

B.Des., Product Design
Sep '06 – Jun '10 | Taiwan Tech, Taipei, Taiwan | *summa cum laude*

EMPLOYMENT

Indiana University, *PhD Researcher*
Aug '16 – Present | Bloomington, IN | School of Informatics, Computing, and Engineering

- Led ethnographic fieldwork on a NSF-funded project to study bottom-up innovation, experimental farming, and environmental sensing—resulting in multiple peer-reviewed papers, workshops, and presentations: DIS '20, CHI '19 (*2 Honorable Mentions), TEI '19 (Honorable Mention), CSCW '19, DIS '19, LIMITS '18, DIS '18, and one book chapter.
- Taught three M.S. level courses in HCI/Design; mentored three junior graduate students and three undergraduate researchers on field studies and physical computing.
- Invited to serve at conference technical program committees (CHI '21, CHI '20, DIS '19) and organizing committees (DIS'19, TEI '19); invited to review for 7 top-tier conferences.

Snap Inc., *Research Intern*
Jan '20 – May '20 | Seattle, WA | Human-Computer Interaction Research

- Led a mixed-method study, combining national surveys and remote interviews to study collocated interactions, expanding app usage to facilitate in-person social activities.
- Identified untouched product areas, developed framework of scenarios and presented to R&D leads, which guided the development of in-app games and new AR features.

Microsoft Research + AI, *Research Intern*
May '19 – Aug '19 | Redmond, WA | Urban Innovation Initiative

- Led interviews, cognitive mapping sessions, and community co-design workshops to understand people's perception of air pollution and identify design strategies to increase data accessibility, support stakeholder engagements, and promote community health.
- Collaborated closely with local governments, community members, and in-house R&D teams to deploy a low cost, low powered air pollution sensing platform that drastically increases the granularity of urban air quality sensing by 10-100 times.
- Created a new data representation model that led to the development of Project Eclipse, which increases data literacy through music; work published at DIS '20 (top HCI venue).

ASUS, *User Experience Researcher*
Mar '15 – May '16 | Taipei, Taiwan | Asus Design Center

- Worked with a research and strategy team to conduct user studies, trend analyses, and cross-functional co-design sessions; laid out 3-10 years of business roadmap that is currently being adopted to align brand image and define new product pathways.
- Developed and embedded research templates in cross-functional teams to foster a collaborative culture with and advocated user-centered design thinking.
- Conducted user research that led to the launch of multiple hardware and software products, including ASUS 360° (panorama camera) and Zenbo (companion robot).

ASUS, *Product Designer*
Mar 2014 – Mar 2015 | Taipei, Taiwan | Asus Design Center

- Designed the award-winning Google On-Hub router and VivoMini PC; involved in the entire product development process from ideation and prototyping to mass production.