

PHOEBE K. CHUA

917-859-1003 | kychua@uci.edu | phoebechua.com
Department of Informatics, University of California, Irvine

EDUCATION

University of California, Irvine, CA

June 2021 (Expected)

Ph.D. in Informatics

- Advisor: Melissa Mazmanian
- **Data Science Certificate Program**
- Chair's Award for recognition of promise to make strong contributions to Informatics research

Messiah College, PA

May 2016

B.A. (Hons) in Mathematics with Triple Minors in Computer Science, Statistics, and Music, GPA 4.0/4.0

- Trustee's Scholarship for Excellence (Merit-based full-tuition scholarship awarded to six students)
- Departmental Honors, Department of Mathematics, Physics, and Statistics (Only recipient)

University of Oxford, UK

Dec 2015

Oxford Study Abroad Program, Operations Research and Econometrics, GPA 4.0/4.0

PROFESSIONAL AND RESEARCH EXPERIENCES

Incoming UX Research Intern, Facebook Inc.

Summer 2018

Graduate Researcher, Department of Informatics, UC Irvine

Sept 2016 – Present

EduBot: Sparking Discussions and Collaborations (with IBM Research). Conducting interviews, observations, and Wizard of Oz studies to design and evaluate a chat bot that facilitates group collaborations

Social Media Use Among Students and Interns. Conducting interviews to examine how students and interns seek and provide support in their online social networks

Parent-Teen Interaction Study. Conducting experiments and semi-structured interviews to understand the influence of mobile phones on parent-teen interactions

UX Research & Web Development Intern, Tandemic, Malaysia

Summer 2016

Asia Pacific Youth Innovation Challenge (with UNICEF)

- Brought together 950+ youth and senior policymakers from 18 Asia-Pacific countries to promote children's rights by designing and implementing UNICEF's online innovation challenge
- Designed and conducted user research and usability testing, including expert interviews, competitive analysis, card sorting, paper prototyping, and cognitive walkthroughs
- Generated actionable design recommendations and co-developed the website
- **Award:** Company Bonus (awarded to only two employees out of the entire company) for my key role in taking the product from concept to launch within six weeks

SEAGULL 2016. Facilitated workshops for undergraduate leaders from 11 Southeast Asian countries to address complex societal issues by applying human-centered design frameworks

The Collaboratory, Messiah College, PA

Lead UX Researcher & Product Manager, Opportunities in Business and Educational Development 2013 – 2015

- Initiated a partnership with the Ruth Education Centre to create a professional development program that improves the business acumen and future prospects of 300+ Burmese refugee youth in Malaysia
- Designed and conducted interviews, focus groups, and surveys to understand user needs
- **Award:** Dr. Dorothy Gish Women in Leadership Award (Awarded to five out of 1650 students from 73 organizations)

Group Manager, Education Group

2014 – 2015

- Supervised four academic empowerment projects that impacted 400+ people from underrepresented communities on four continents

UX Researcher, Africa WASH and Disability Study (with World Vision Ghana)

June 2013

- Conducted fieldwork and user studies in Ghana to facilitate assistive technology and business developments
- Helped improve the potential adoption rates of assistive water tippers from 50% to 99% and latrine chairs from 40% to 89%

TECHNICAL PROJECTS

- **Dance Craft** (2016). Kinect dance program created using Processing to improve the spatial awareness of children with autism
- **Winter Beater** (2014). Interactive program built using Python and Java that uses combinatorial optimization to determine the shortest route between buildings in Messiah College

ADDITIONAL EXPERIENCES

Graduate Teaching Assistant, Departments of Informatics and Computer Science, UC Irvine

2016 – Present

- Guided 25 Master of HCI and Design (MHCID) students to conduct user needs analysis
- Taught 105 students in User Interaction Software to conduct user research and develop portfolio websites

Undergraduate Teaching Assistant, Dept. of Math, Statistics, and Physics, Messiah College

Jan 2013 – 2016

- Conducted review sessions open to 670 students enrolled in any mathematics and statistics courses

Undergraduate Computer Science Researcher, Research Experiences for Undergraduates (REU) Program, Washington University in St. Louis

Summer 2015

- Designed and evaluated communication algorithms for spontaneous teams, with applications to robotic disaster relief efforts
- **Peer-Reviewed Publication:** “Coordinated versus Decentralized Exploration in Multi-Agent Multi-Armed Bandits.” Chakraborty, M., Chua, P., Das, S., Juba, B. *The International Joint Conference on Artificial Intelligence (IJCAI)*. (August 2017) [acceptance rate: 26%]

Undergraduate Mathematics Researcher, REU Program, Pennsylvania State University

Summer 2014

- Classified intersections of max-plus closed conical hemispaces, with applications to optimization
- **Conference Presentation:** “Classifying Intersections of Closed Conical Hemispaces.” Chua, P., Kahrs, N., Zhang, Y., Nitica, V. *Mathematical Association of America EPaDel Section Meeting*. (October 2014)

LEADERSHIP EXPERIENCES

Secretary and Leadership Coach, DECADE, UC Irvine

2016 – Present

- Mentor underrepresented graduate students & first-generation and low-income undergraduate scholars

Treasurer, Multicultural Council, Messiah College

Spring 2015, Spring 2016

- Managed an annual budget of \$30,000 and supervised five organizations that promote diversity and inclusion

SKILLS

User Experience Research: Qualitative and quantitative methods, interviews, usability testing, card sorting, paper prototyping, cognitive walkthroughs, surveys

Statistics and Mathematics: R, MATLAB

Programming: Python, Java, Processing, JavaScript, HTML, CSS

Languages: Fluent in Mandarin Chinese and Malay; Conversant in Cantonese