

## Luke Li, Ph.D. | User Experience Researcher

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[LukeExperiments.com](http://LukeExperiments.com)

562.645.3645  
Sunnyvale, CA 94085

**Citizenship:** U.S.  
**Languages:** English, Mandarin

### Research Experience

Google	User Experience Researcher	2015 – Present
Motorola	Senior Design Researcher	2015 – 2015
Oracle	Senior Usability Engineer	2012 – 2015
	Usability Engineer Contractor	2011 – 2012
UCLA	Experimental Psychology Ph.D.	2005 – 2011

### Education

UCLA	Ph.D., Experimental Psychology	2006 – 2011
	M.A., Psychology	2005 – 2006
	B.S., Cognitive Science	2001 – 2004

### Example Projects

**Project:** Moto Display Research (hardware and software; scrum team)  
**Goals:** Improve the Moto Display experience; Compare Google's Ambient Display with Moto Display  
**Deliverables:** Findings reports, read-outs, and design recommendations  
**Contributions:** Designed a two week longitudinal study with internal and external participants, ensured equivalent phone experiences except for the display, and moderated interviews. Completed multiple intercept and deep-dive studies. Made recommendations to design, engineering, and product management.

**Project:** Moto Assist / Moto Future Research (software; scrum team)  
**Goals:** Determine which software experiences provide most value to users. Help inform decisions to deprecate other features. Explore future directions of a Moto Assistant app that provides useful suggestions.  
**Deliverables:** Findings reports, read-outs, and recommendations for and against features  
**Contributions:** Used intercept, survey (international and domestic), and deep-dive methods. Recommendations helped to deprecate a number of features and freed up valuable resources. Focused design/development directions for future Moto Assistant experiences.

**Project:** Oracle Mobile and Tablet Ethnography Field Studies (software; Beijing, Chicago, and San Francisco)  
**Goals:** Observe how mobile and tablet devices support sales representatives and technicians working in the field  
**Deliverables:** Key findings presentations, internal reports, and cultural board posters  
**Contributions:** Interviewed and followed participants in each of the cities. Investigated work processes, device usage, supporting equipment, data sharing (syncing, cloud based services), social networking, and gaming. Completed data analyses, presentations, internal reports, and created cultural board posters to showcase this initiative.

**Project:** Oracle Cross-Platform Design Research (software; conference)  
**Goals:** Provide guidance for cross platform designs – smart phones, tablets, and PCs  
**Deliverables:** Key findings presentations, internal reports, Oracle Usability Advisory Board (OUAB) report  
**Contributions:** Designed group feedback session at the 2012 OUAB conference, created surveys, and moderated feedback sessions with low fidelity prototypes. Analyzed user feedback and issues list (e.g., expectations, hand gestures, likes/dislikes, etc.) and made recommendations to mobile and emerging interaction teams.

**Project:** Oracle Fusion Supply Chain Management (SCM) Projects (software; remote and on-site)  
**Goals:** Obtain qualitative or quantitative feedback on enterprise applications  
**Deliverables:** Key findings reports, internal reports, Common Industry Format (CIF) reports, and external/customer CIF reports  
**Contributions:** Designed and moderated numerous on-site and remote usability studies. Conducted data analysis and created issues lists (e.g., timeouts, assisted/unassisted completion rates, other subjective feedback, etc.). Made design recommendations to strategy and development teams.

**Project:** UCLA Facial Emotion Processing Research (6+ studies)  
**Goals:** Understand the relationship between emotion production and emotion recognition  
**Deliverables:** Journal publications, presentations, conference posters, and dissertation

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**Contributions:** Developed and conducted many behavioral and eye tracking studies, implemented experiments using E-Prime, and analyzed data using SPSS and R. Mentored over 10 research assistants. Presented findings, and published manuscripts and posters.

### Skills

**Methods:** Usability testing (lab, remote), CIF testing, eye tracking, group feedback session, focus group, card sort, Rapid Iterative Testing and Evaluation method, diary study, heuristic evaluation, survey, interview, qualitative methods, quantitative methods

**Tools:** Usability testing, statistics programs (e.g., SPSS, R), eye tracking, E-Prime

### Teaching Experience

- Teaching Associate, UCLA (Fall, 2010) The Principles of Behavioral Neuroscience – Stan Schein, Ph.D. (Overall student rating: median = 8; 29 students)
- Teaching Associate, UCLA (Summer, 2010) Mapping Mind through its Molecules – Nancy Woolf, Ph.D. (Overall student rating: median = 9; 29 students)
- Teaching Associate, UCLA (Spring, 2009) Stress and Bodily Disease – Carlos Grijalva, Ph.D. (Overall student rating: median = 7; 114 students)
- Teaching Assistant, UCLA (Spring, 2008) Research Methods in Psychology – Iris Firstenberg, Ph.D. (Overall student rating: median = 8; 18 students)
- Teaching Assistant, UCLA (Summer, 2007) Mapping Mind through its Molecules – Nancy Woolf, Ph.D. (Overall student rating: median = 8; 41 students)
- Teaching Assistant, UCLA (Spring, 2007) The Principles of Behavioral Neuroscience – J. David Jentsch, Ph.D. & Hugh Tad Blair, Ph.D. (Overall student rating: median = 8; 88 students)
- Teaching Assistant, UCLA (Summer, 2006) The Principles of Behavioral Neuroscience – Jonas Kaplan, Ph.D. (Overall student rating: median = 8; 91 students)
- Instructor, California Education Center (October 2004 to April 2005)
- Instructor, Handsome Academy (Summer 2003)
- Instructor, Caltop Academy (Summers 2000 and 2001)
- Assistant Software Instructor, Future Kids Inc. (Summer 2001)

### Mentoring

- Jenna Joo, UCLA transfer student (College of the Sequoias), 2008-2011, completing her Ph.D. program in Psychology at UC Santa Barbara.
- Dana O'Connor, UCLA transfer student (Palomar College), 2009-2011, graduated from UCLA in 2011.
- Allison Chambliss, UCLA student, 2009-2010, applying for Human Factors Masters Program in 2013.
- Stephanie Toledo, UCLA transfer student (Santa Monica College), 2009-2010, graduated from UCLA in 2011.
- Nicole Enrique, UCLA transfer student (Saddleback College), 2009-2010, graduated from UCLA in 2011.
- Ivana Poste, UCLA transfer student (El Camino College), 2009-2010, graduated from UCLA in 2011.
- Jason Hsu, UCLA student, 2009-2010, applying for law school in 2011.
- Kin Cheung, UCLA student, 2009-2010, applying for training in psychotherapy in 2011.
- Holly Smith, UCLA transfer student (Santa Monica College), 2008-2010, accepted to the University of San Francisco's Education Program.
- Jasmin Ashkpoor, UCLA transfer student (Santa Monica College), 2006-2008, now enrolled in Columbia University's Social Organizational Psychology Program.
- Jonathan Sun, high school student, 2001-2004, now enrolled in UC San Diego, applying for medical school in 2011.

### Graduate Courses

- **Cognitive Psychology**
  - Neuropsychology of Perception (Barbara Knowlton)
  - Human Learning and Memory (Russell Poldrack and Alan Castel)
  - Cognitive Neuroscience (Eran Zaidel)
  - Computing Methods (Russell Poldrack)
  - Thinking (Keith Holyoak)
  - Mind, Brain, and Motion Pictures (Eran Zaidel)
- **Statistics**
  - Advanced Statistics for Psychology (Rajesh Nandy)

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- Signal Detection Theory (Zili Liu)
- Advanced Regression Analysis (Steve Reise)
- Quantitative Methods in Cognitive Psychology (Hongjing Lu)
- **Educational Psychology**
  - Presentation of Course Materials (James Hilgar)
- **Developmental Psychology**
  - Language and Cognitive Development (Patricia Greenfield and Catherine Sandhofer)
- **Neuroscience**
  - Neuroanatomy (Arnold Scheibel)
  - Systems of Neuroscience (Marco Iacoboni, Dean Buonomano, Jack Feldman)
  - Physiological Psychology (Hugh Tad Blair)
  - Physiology of Learning (Hugh Tad Blair)
  - Clinical Psychopharmacology (J. David Jentsch)
  - Behavior Genetics (Tyrone Cannon)

## Publications

- Li, Y. H., & Tottenham, N. (2012). Exposure to the Self-Face Facilitates Identification of Dynamic Facial Expressions: Influences on Individual Differences. *Emotion*.
- Li, Y. H., & Tottenham, N. (2011). Seeing Yourself Helps You See Others. *Emotion*.
- Hill, A., Barnea, A., Herzberg, K., Rassis-Ariel, A., Rotem, S., Meltzer, Y., Li, Y. H., & Zaidel, E. (2008). Measuring & modulating hemispheric attention. In F. Aboitiz & D. Cosmelli (Eds.), *From Attention to Goal-Directed Behavior. Neurodynamical methodological, and clinical trends*. Berlin: Springer.
- Li, Y. H., & Zaidel, E. (2011, April). *The mirror view: Hemispheric specialization of self-face recognition*. Poster presented at the Cognitive Neuroscience Society Conference, San Francisco, CA.
- Li, Y. H., Tsai, M. H., & Zaidel, E. (2010, November). *Effects of Emotion Feedback and Hemispheric Specialization on Decision Making in Auctions*. Poster presented at the 31st annual meeting of the Society for Judgment and Decision Making, St. Louis, Missouri.
- Tsai, M. H., Li, Y. H., & Zaidel, E. (2010, November). *Identity and Escalation of Commitment in Auctions: Evidence of Hemispheric Specialization*. Poster presented at the 31st annual meeting of the Society for Judgment and Decision Making, St. Louis, Missouri.
- Li, Y. H., An, X. M., & Zaidel, E. (2010, April). *Hemispheric differences in processing facial affect: the paranoia effect*. Poster presented at the Cognitive Neuroscience Society Conference, Montreal, Canada.
- Tottenham, N., & Li, Y. H. (2010, April). *Seeing yourself facilitates perception of others' emotions*. Poster presented at the Cognitive Neuroscience Society Conference, Montreal, Canada.
- Tsai, M. H., Li, Y. H., & Zaidel, E. (2010, April). *Asians' Perceived Out-Group Dissimilarity and Risk-Seeking in Auctions: Evidence of Hemispheric Specialization*. Poster presented at the Conference of Culture and Mental Health: Risk, Prevention and Treatment in Asian Americans, Westwood, California.
- Li, Y. H., Wang, S., & Zaidel, E. (2009, March). *Is self-face recognition special? Evidence from the recognition of facial emotions*. Poster presented at the Cognitive Neuroscience Society Conference, San Francisco, CA.
- Li, Y. H., & Zaidel, E. (2008, April). *Is self-face recognition special? Evidence from lateralized upside down faces*. Poster presented at the Cognitive Neuroscience Society Conference, San Francisco, CA.
- Zaidel, E., Li, Y. H., & Greene, D. (2008, April). *Automatic and controlled spatial orienting in the two cerebral hemispheres*. Poster presented at the Cognitive Neuroscience Society Conference, San Francisco, CA.
- Li, Y. H., & Zaidel, E. (2007, May). *Upper and lower visual field differences in self-face recognition*. Poster presented at the Cognitive Neuroscience Society Conference, New York, NY.
- Li, Y. H., & Zaidel, E. (2006, April). *A different mechanism for self-face recognition?* Poster presented at the Cognitive Neuroscience Society Conference, San Francisco, CA.

## Invited Talks

- Li, Y. H., & Zaidel, E. (2008, May). *Self-face recognition in the two cerebral hemispheres*. Ralph Adolphs lab, Caltech, Pasadena, CA
- Li, Y. H., & Zaidel, E. (2004, May). *Self-face recognition in the two cerebral hemispheres*. Talk given at the UCLA Undergraduate Research Conference, Los Angeles, CA.

## Awards and Honors

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U.S. Department of Education  
State of California  
UCLA

Jacob K. Javits Fellowship (2006 – 2010)  
Cal-Grant (A) Scholarship (2001 – 2004)  
Distinguished Achievement Fellowship (2005 – 2006)  
Graduate Division Fellowship (2010 – 2011)  
College Honors and Departmental Honors (2004)

### Professional Societies

Cognitive Neuroscience Society (2005-2011)

### References

Kristin Arnold  
Director of Design Research at Motorola  
[kristinarnold@motorola.com](mailto:kristinarnold@motorola.com)

Pree Kolari  
User Experience Design Leader at eBay  
[preekolari@gmail.com](mailto:preekolari@gmail.com)

Thomas Wolfmaier  
Director, Supply Chain Management User Experience at Oracle  
[thomas.wolfmaier@oracle.com](mailto:thomas.wolfmaier@oracle.com)

Samuel Rajkumar  
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Nim Tottenham, Ph.D.  
Associate Professor of Psychology at Columbia University  
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Professor of Behavioral & Cognitive Neuroscience at UCLA  
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