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

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

**Research Experience**

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|---|---|---|
| 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 |

**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 and understand how mobile and tablet devices support field service technicians; provide design recommendations for products that support field service technicians
**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 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:** 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
**Contributions:** Designed 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 journal articles.

**Skills**

**Methods:** Formative and summative usability evaluations, CIF testing, Rapid Iterative Testing and Evaluation (RITE), ethnographic research, contextual inquiry, conference testing, lobby/intercept study, survey, user profiles / persona creation, group feedback session, diary study, heuristic evaluation, qualitative methods, quantitative methods
**Tools:** Usability testing tools (lab, remote), statistics programs (e.g., SPSS, R), E-Prime, eye tracking

**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.*