

Luke Li, Ph.D. | User Experience Researcher

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Experience

Google	Senior User Experience Researcher	2015 – Present
Motorola	Senior Design Researcher	2015 – 2015
Oracle	Senior Usability Engineer	2011 – 2015
UCLA	Experimental Psychology, M.A. + Ph.D.	2005 – 2011

Recent Projects

Project: Pixel Benchmarking Program
Goals: Determine how Pixel compares against other premium smartphones in enabling key user journeys. Determine how changes from previous versions of Android impact key user journeys.
Deliverables: A program of research, reports, read-outs, and design recommendations.
Contributions: Created a program of research covering the overall Pixel experience and specific Android features. Defined best practices for systematically conducting this research. Led benchmarks of navigational UIs, premium smartphones, and specific apps across Android versions to provide insights (from competitive and longitudinal perspectives) to leadership.

Project: Automation Foundational Research
Goals: Build foundational knowledge for when people would or wouldn't automate or outsource their tasks.
Deliverables: Model for automation decision making, reports, read-outs, and recommendations.
Contributions: Conducted an ethnographic, multi-city study. This included interviews, follow-alongs, group discussions, and stakeholder workshops. Identified reasons for automation, the role emotion, sense of control, and other modifiers (e.g., expertise, time, money) play in decision making.

Project: Android Automotive Driver Distraction Guidelines
Goals: Determine principles and best practices for designing for driving interfaces.
Deliverables: Guidelines for designing for driving, reports, read-outs, and design recommendations.
Contributions: Conducted many driver distraction (cognitive, visual, and manual distraction) and legibility (e.g., information density) studies. Combined their insights with governmental (e.g., [NHTSA](#)), industry (e.g., [AAM](#), [JAMA](#)), and Google internal (e.g., Google Accessibility) regulations to form design guidelines for driving interfaces (vehicle head-unit and smartphone). Patent ([Automated pacing of vehicle operator content interaction](#)).

Project: Android Automotive Multimodal Interfaces
Goals: Evaluate and improve the Android Auto experience for driving and adhering to regulations for driver distraction for U.S. and Japan.
Deliverables: Driver distraction compliance reports, study reports, read-outs, and design recommendations.
Contributions: Conducted many studies assessing driving experiences with multiple inputs (voice, touchscreen, rotary, touchpad) and outputs (auditory, visual, haptic feedback). Study methods ranged from eye-tracking, car simulator, behind-the-wheel driving, and ethnographic ride-along research.

Skills

Methods: Automotive research [NHTSA](#) and [AAM](#) driver distraction compliance testing. Ethnographic research, contextual inquiry, and concept studies. Intercept studies, RITE, group feedback, lab and remote usability research. User profiles / persona creation, heuristic evaluation, diary and longitudinal studies. Benchmarking and Common Industry Format testing.