

EMILY SUN

65 Park Place 2A, Brooklyn, NY 11217

emilywsun.com

emilysun21@gmail.com

EDUCATION

Cornell Tech, New York, NY

PhD in Information Science
Master of Information Science

Sep 2017 (anticipated)
Oct 2016

Carnegie Mellon University, Pittsburgh, PA

Master of Entertainment Technology

May 2011

Swarthmore College, Swarthmore, PA

Bachelor of Science, Engineering
Bachelor of Arts, Psychology

May 2009

WORK EXPERIENCE

Airbnb, San Francisco, CA

Experience Research Intern

June 2016 - Sep 2016

- Designed and conducted research studies as part of the Host and Homes team
- Employed qualitative (in-lab user sessions, phone interview intercepts) and quantitative (Ethnio surveys, analysis in R) methods
- Iterated with designers on the new mobile host app launched in November

Google, San Bruno, CA

User Experience Research Intern

May 2015 - Aug 2015

- Designed foundational and tactical research studies as part of the YouTube Search & Discovery team
- Conducted qualitative research through a diary study and interviews that informed product development
- Worked on a team with two other interns to design a new feature and present to key stakeholders

General Assembly, New York, NY

User Experience Design Immersive Lead Instructor

Nov 2014 - Feb 2015

- Taught a 10-week full-time immersive course in UX design and research to 26 adult students covering topics such as contextual inquiry, wireframing, usability testing, and iterative prototyping

Wunderman, New York, NY

Freelance UX Designer

Sep 2014 - Nov 2014

- Designed userflows and 60+ wireframes for Coca Cola's "Share a Coke" web and mobile campaigns

Disney Research, Pittsburgh, PA

Lab Associate

June 2014 - Aug 2014

- Independently designed three studies for the Disney Theme Parks as part of the behavioral science group
- Ran two Mechanical Turk survey studies and analyzed data in R to improve visitors' experiences at the parks

Sifteo, San Francisco, CA

User Experience Design Researcher

June 2010 - July 2012

- Fifth employee at \$12.5M venture-backed tangible gaming start-up awarded Fast Company's *Top 10 Most Innovative Consumer Electronic Companies of 2012* and Popular Science's *Best of What's New 2011*
- Led user research across 80+ participants by testing the product in the office, at schools, at museums, and running longitudinal studies in homes to guide product design and development based on user feedback
- Compiled and presented usage data, survey, and interview results in written reports to the product team and at a weekly meeting with the executive team. Findings resulted in iterative changes to the product including feature creation like the battery indicator and idle state, changes to the UI of the menu design for the cubes, and re-structuring of the game purchasing process
- Created storyboards, personas, IA maps, and user flows to drive product software and website design

Fidelity Investments, Boston, MA

User Insight Technical Intern

June - August 2008

- Performed usability studies, redesigned and built Usability team's website using HTML and CSS
- Oversaw online study, and recruited and moderated 59 participants for eye-tracking lab tests

Newsweek, New York, NY

Interactive Intern

June - August 2007

- Awarded Multimedia Editor credit for "Boomers at 60" featured on front page of Newsweek.com
- Edited sound clips, produced daily podcast, transcribed audio, researched and obtained various multimedia

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OTHER EXPERIENCE

Cornell Tech, New York, NY

Aug 2016-present

Specialization Project Coordinator

- Provided weekly guidance to Connective Media and Health Tech Masters students on their thesis projects
- Implemented program changes to increase project visibility, quality, and industry partnerships

XX+UX, San Francisco, CA

July 2015

Event Coordinator

- Coordinated with the Google and YouTube teams to organize an event for 100+ women in UX with the theme "Fitting in and Standing out"

Cornell University, Ithaca, NY

Aug 2013 - May 2014

Teaching Assistant

- Designed assignments, led weekly discussion, guest lectured, graded, and held office hours for upperclassmen/Master-level courses INFO3450: HCI Design and INFO4400: Advanced HCI Design
- 2013-2014 Information Science Outstanding Teaching Award Recipient

IxDA Interaction Awards, San Francisco, CA

Aug 2011- Nov 2013

Operations Chair, Founding Team

- Coordinated with entrants, judges, and winners, culminating in the award ceremony at the IxDA Annual Conferences in Dublin 2012 and Toronto 2013 sponsored by Google, Adobe, and GE

SELECT PUBLICATIONS

Sun, E., McLachlan, R., & Naaman, M. "TAMIES: A Study and Model of Adoption in P2P Resource Sharing and Indirect Exchange Systems." *In Proceedings of the 20th ACM Conference on Computer-Supported Cooperative Work and Social Computing*, Portland, February 2017.

Sun, E., de Oliveira, R., & Lewandowski, J. "Challenges on the Journey to Co-Watching YouTube." *In Proceedings of the 20th ACM Conference on Computer-Supported Cooperative Work and Social Computing*, Portland, February 2017.

Ma, X., **Sun, E.**, & Naaman, M. "What Happens in happn: The Warranting Powers of Location History in Online Dating." *In Proceedings of the 20th ACM Conference on Computer-Supported Cooperative Work and Social Computing*, Portland, February 2017.

Sun, E., Jones, B., Traca, S., & Bos, M. W. "Leaderboard Position Psychology: Counterfactual Thinking." *In Proceedings of the 33rd Annual ACM Conference Extended Abstracts on Human Factors in Computing Systems*, Seoul, May 2015.

Merrill, D., **Sun, E.**, & Kalanithi, J. "Sifteo cubes." *In Proceedings of the 30th Annual ACM Conference Extended Abstracts on Human Factors in Computing Systems*, Austin, May 2012.

Li, Z., **Sun, E.**, Strawser, C. J., Spiegel, A., Klein, B., & Durgin, F. H. "On the anisotropy of perceived ground extents and the interpretation of walked distance as a measure of perception." *Journal of Experimental Psychology: Human Perception and Performance*, 477-493. (2012).

CONFERENCE ACTIVITY

CHI, Submission Reviewer

2016, 2017

CSCW, Submission Reviewer

2016, 2017

Grace Hopper, Google Intern Travel Grant Awardee

2015

IxDA Interaction Awards, Peer Reviewer

2011

SIGGRAPH, Emerging Technology/Studio Juror

2010

SPEAKING ENGAGEMENTS

Cornell Tech, Intro to Connective Media, Guest Speaker

2016

New York University, Ideation & Prototyping, Guest Speaker

2015

San Jose State, Web Usability & Interface Design, Guest Speaker

2012

Joan Ganz Cooney Center, Learning from Hollywood, Innovation

2011

Arcade Presenter

2011

World Maker Faire, New York, Demo Presenter

2011

Google I/O, Demo Presenter

2011

Youth Radio Mobile Action Lab, Speaker Series, Guest Speaker

2011

Wireless Generation, InnoDay, Invited Speaker

2011