JAMY LI

Department of Communication
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EDUCATION

Sept 2012 - Present **Stanford University, USA**
Ph.D. Student, Communication

Sept 2006 - Aug 2008 **University of Toronto, Canada**
M.A.Sc., Mechanical & Industrial Engineering

Sept 2001 - April 2006 **University of Toronto, Canada**
B.A.Sc. (Honours), Engineering Science

RESEARCH & DESIGN EXPERIENCE

Sept 2012 - Present **Human-Robot Interaction & Virtual Reality Labs, Stanford University, USA**
Researcher

- Experimental design, video-editing, scripting for Aldebaran Robotics' NAO robot, survey setup, data analysis, manuscript writing.

DIRECTV Digital Innovation Lab, Los Angeles, USA
June - Sept 2013 UX Strategist (contract)
June 2011 - August 2012 Lead Designer
April 2010 - June 2011 Senior Designer

- Ideation and user experience strategy at world's largest television company
- Worked on wide range of UX design, strategy, research and innovation efforts.

Sept 2006 - April 2010 **Interactive Media Lab, University of Toronto, Canada**
Researcher

- Designed, conducted and analyzed experiments on blog trends, social robots and medical device evaluation.

May - Aug 2007 **Interaction Design Lab, Keio University, Japan**
JSPS Research Scholar, Interaction Design

- Primary investigator on cross-cultural study on social robot gestures.

TEACHING EXPERIENCE

Sept - Dec 2013 **Stanford University, USA**
Teaching Assistant, Communication 1A: Media, Technology & Society

Jan - May 2007 **Faculty of Liberal Studies, Ontario College of Art & Design, Canada**
Teaching Assistant, Human Factors for Designers

Jan - May 2007 **Mechanical and Industrial Engineering, University of Toronto, Canada**
Teaching Assistant, Ergonomic Design of Information Systems

AWARDS

Name of Award	*Value (CAD$)*	*Tenure Location*	*Period Held*
NSERC Postgraduate Scholarship	63,000/3 yrs	Stanford University	2012/09 - Present
Georges Philias Vanier Canada Graduate Fellowship	150,000/3 yrs	-	(Declined)
UN/Japan Embassy 21st Ship for World Youth Program	50,000	Japan/New Zealand/ Tonga	2009/09 - 2010/04
DAAD RISE Professional Program	6,000	Textil-Moeller, Berlin	2008/05 - 2008/08
Bell Labs University Scholarship	20,000	University of Toronto	2007/09 - 2008/04
NSERC/JSPS Summer Program	11,000	Keio University, Tokyo	2007/05 - 2007/08

PUBLICATIONS

Articles published to refereed journals

Li, J., and Chignell, M. (2011) Communication of emotion in social robots through simple head and arm movements. *International Journal of Social Robotics*, 3(2): 125-142.

Li, J., and Chignell, M. (2010) Birds of a feather: How personality affects blog reading and writing. *International Journal of Human-Computer Studies*, 68(9): 589-602.

Kastner, M., **Li, J.**, Lottridge, D., Marquez, C., Newton, D., and Straus, S.E. (2010) Development of a clinical decision support tool prototype for osteoporosis disease management: A qualitative study of focus groups. *BMC Medical Informatics and Decision Making*, 10: 40, 15 pages.

Refereed conference proceedings (: presenter)*

Li, J.* (2013) The Nature of the bots: How people respond to robots, people and virtual agents as multimodal stimuli. In *Doctoral Consortium Extended Abstracts of the ACM International Conference on Multimodal Interaction (ICMI)*.

Li, J.*, and Chignell, M. (2011) Weakness Exploitation Theory: McLuhan and technology succession. *McLuhan 100: Then | Now | Next*, 22 pages.

Li, J.*, and Chignell, M. (2009) Do puppeteers design better robot gestures? *Proceedings of Human-Robot Personal Relationships*, 14 pages.

Li, J.*, Chignell, M., Mizobuchi, S., and Yasumura, M. (2009) Emotions and messages in simple robot gestures. *Proceedings of the 13th International Conference on Human-Computer Interaction, Part II: Novel Interaction Methods and Techniques*, 331-340.

Kastner, M.*, **Li, J.**, and Straus, S. (2007) Bridging the gap between evidence and practice: Development of a prototype tool to support clinical decision making in Osteoporosis disease management at the point of care. *Canadian Society of Internal Medicine.*

Li, J.*, Randall, J., and Guan, L. (2003) Perceptual image processing for digital edge linking. *Proceedings of IEEE Canadian Conference on Electrical and Computer Engineering*, 1215-1218.