

# SHICHAO ZHAO

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School of Design and Creative Arts, Loughborough University  
Loughborough LE11 3TU

## CURRENT POSITION

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- Lecturer (Assistant Professor) in UX Design, School of Design and Creative Arts, Loughborough University (2022-present).
- Visiting Fellow to the Faculty of Science & Technology in Archaeology and Anthropology, Bournemouth University (2021-2024).

## EDUCATION

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- Newcastle University** Newcastle upon Tyne  
**Ph.D., Human Computer Interaction** September 2019
- Research Interests: Digital Cultural Heritage, User Experience Design
  - Dissertation: *Designing Interactive Technology for Cross-cultural Appreciation of Intangible Cultural Heritage: Chinese Traditional Painting and Puppetry*
- Zhejiang University** Hang Zhou  
**M.Eng., Software Engineering**, concentration in Interactive Media Design June 2014  
**B.A., Fine Art** July 2011

## PROFESSIONAL EXPERIENCE

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- *Lecturer in Innovation and Emerging Technology*, Innovation School, Glasgow School of Art (2021-2022).
- *Research Fellow in Participatory Research Communication Design*, School of Design, University of Leeds (2021).
- *Postdoctoral Researcher in Digital Archaeology and Heritage*, Virtual Heritage Group, Department of Archaeology and Anthropology, Bournemouth University (2019-2021).
- *Doctoral Trainee*, Open Lab, Newcastle University (2015-2019).
- *Research Assistant*, International Design Institute (IDI) of Zhejiang University (2012-2014).

## GRANTS

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- Co-Investigator for *Named after Nelson: Learning from places named after Nelson Mandela through graphic heritage (NaN)*, Enterprise Projects Group (EPG) funding, Loughborough University, 2023.

## TEACHING

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- Module leader for *Interactions and Experience (DSA305)*, Design BA Programme, Loughborough University.
- Module leader for *Designing for Heritage Futures (ACB206)*, Design BA Programme, Loughborough University.
- *Experiential Futures (DSA307)*, Design BA Programme, Loughborough University.
- *Shaping Materials for Products, Experiences, & Environments (DSB301)*, Design BA Programme, Loughborough University.
- *Shaping Technologies in Society (DSB302)*, Design BA Programme, Loughborough University.
- *Design Research Methods (DSP851)*, MA User Experience and Service Design & MSc User Experience Design, Loughborough University.
- *UX Research Major Project (DSP866)*, MA User Experience and Service Design, Loughborough University.
- *UX Research Major Project (DSP867)*, MSc User Experience Design, Loughborough University.
- *Industry Project (DSP811)*, MA User Experience and Service Design & MSc User Experience Design, Loughborough University.
- Programme Lead of the *Master's Programme in Design Innovation and Future Heritage*, Glasgow School of Art.
- *An Introduction to Ethnography (PCRS111)*, PG Elective, Glasgow School of Art.
- *Future Heritage Design (PDIN203)*, PG Elective, Glasgow School of Art.
- *Design Innovation Studio 1: Parallel Project (PDIN105)*, MDes Programmes, Glasgow School of Art.

- *Core Research Methods: Working Towards the Preferable* (PCXS105), MDes Programmes, Glasgow School of Art, 2021-2022.
- *Supervisor Training for New Supervisors*, Bournemouth University, 2020.
- Lab Buddy supporting HCI MSc students to better *engage and experience the academic projects based in Open Lab*, Newcastle University, 2019.

## PUBLICATIONS

- Cheng, L., Lofthouse, V., Lilley, D., **Zhao, S.**, Reducing unintentional damage behaviours to shared products: An example from China's bike-sharing system. (Submitted). 2024.
- Pooley, A., Mitchell, V., May, A., **Zhao, S.**, "I have to say the right kind of 'goodnight' for it to do that". Exploring Householders' Interactions with a Virtual Assistant in Daily Life. (Submitted). 2024.
- **Zhao, S.**, Involving British-Chinese Immigrants in Participatory Action Research: Lessons Learnt from the Field (🏆 Honourable Mention - Top 3%). *ACM Designing Interactive Systems (DIS' 23)*. 2023.
- **Zhao, S.**, Building Resilient Communities to overcome Diaspora through Producing and Sharing Immigrant Stories: Technology Design to Enhance Resilience. *DIS Workshop Paper 'Designing for and Reflecting upon Resilience in Health and Wellbeing'*. 2023.
- **Zhao, S.**, Creating Futuristic Heritage Experiences: An Exploratory Co-Design Study through Design Fiction. *Sustainability*. 2022; 14(19):12027.
- Merritt, K. & **Zhao, S.**, The Power of Live Stream Commerce: A Case Study of How Live Stream Commerce Can Be Utilised in the Traditional British Retailing Sector. *Journal of Open Innovation: Technology, Market, and Complexity*. 2022; 8(2):71.
- Tang, T., Wilson, P., **Zhao, S.**, Nam, K., Regional Policy Roadmaps: University of Leeds. In Lindström Sol, S., Sarantou, M., Remotti, S., Gutiérrez Novoa, C. (eds) *The Role of the Arts in Mitigating Societal Challenges: Regional Policy Roadmaps for Seven European Countries*. Zenodo, 2022. University of Lapland.
- Merritt, K. & **Zhao, S.**, Software Design and Development of an Appointment Booking System: A Design Study. In: Ur Rehman, M., Zoha, A. (eds) *Body Area Networks. Smart IoT and Big Data for Intelligent Health Management*. BODYNETS 2021. *Lecture Notes of the Institute for Computer Sciences, Social Informatics and Telecommunications Engineering*, vol 420. Springer, Cham.
- **Zhao, S.**, A Storytelling Method Reflection: Demonstrating and Sharing Immigrant Heritage Through an SPS Strategy During COVID-19. In: Kárpáti, A., Sarantou, M. (eds) *Arts-based Social Interventions: First Results of the AMASS Testbed (Version 1)*. *First AMASS Symposium*. Zenodo, 2021. University of Lapland.
- Merritt, K. & **Zhao, S.**, An Innovative Reflection Based on Critically Applying UX Design Principles. *Journal of Open Innovation: Technology, Market, and Complexity*. 2021; 7(2):129.
- Merritt, K. & **Zhao, S.**, An Investigation of what Factors Determine the Way in which Customer Satisfaction Is Increased through Omni-Channel Marketing in Retail. *Administrative Sciences*. 2020; 10(4):85.
- **Zhao, S.**, A Methodological Reflection: Deconstructing Cultural Elements for Enhancing Cross-cultural Appreciation of Chinese Intangible Cultural Heritage. In: Rauterberg, M. (eds) *Culture and Computing*. HCII 2020. *Lecture Notes in Computer Science*, vol 12215. Springer, Cham.
- **Zhao, S.**, An Analysis of How Interactive Technology Supports the Appreciation of Traditional Chinese Puppetry: A Review of Case Studies. In: Brooks, A., Brooks, E. (eds) *Interactivity, Game Creation, Design, Learning, and Innovation*. ArtsIT 2019, DLI 2019. *Lecture Notes of the Institute for Computer Sciences, Social Informatics and Telecommunications Engineering*, vol 328. Springer, Cham.
- **Zhao, S.**, Kirk, D., Bowen, S., Chatting, D. & Wright, P., Supporting the Cross-cultural Appreciation of Traditional Chinese Puppetry through a Digital Gesture Library. *ACM Journal on Computing and Cultural Heritage (JOCCH)*. 2019; 12(4):28.
- **Zhao, S.**, An Analysis of Interactive Technology's Effect on the Appreciation of Traditional Chinese Painting: A Review of Case Studies. *The International Journal of New Media, Technology, and the Arts*. 2019; 14(3):12.
- **Zhao, S.**, Kirk, D., Bowen, S. & Wright, P., Cross-Cultural Understanding of Chinese Traditional Puppetry: Integrating Digital Technology to Enhance Audience Engagement. *The International Journal of Intangible Heritage*. 2019; 14:139-154.
- **Zhao, S.**, Exploring How Interactive Technology Enhances Gesture-Based Expression and Engagement: A Design Study. *Multimodal Technologies and Interaction*. 2019; 3(1):13.

- **Zhao, S.**, Kirk, D., Bowen, S. & Wright, P., Enhancing the Appreciation of Traditional Chinese Painting Using Interactive Technology. *Multimodal Technologies and Interaction*. 2018; 2(2):16.
- **Zhao, S.**, Kirk, D., Using Interactive Digital Media to Support Transcultural Understanding of Intangible Chinese Cultural Heritage. *CHI Workshop Paper 'Involving the Crowd in future Museum experience design'*. 2016.

## PROJECT EXPERIENCE

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- External researcher, UKRI GCRF/Newton funded project - *Mandela place making through graphic heritage*, Loughborough University, 2023.
- Vice Chancellor's Scholarships Clusters - *The Regenerative Practice Research Cluster*, Loughborough University, 2022.
- Research fellow, conducted a series of participatory design activities on a Horizon 2020 research project titled '*Acting on the Margins: Arts as Social Sculpture (AMASS)*', 2021.
- Research group member, built up a *virtual heritage research group* and applied for research funding from the *Leverhulme Research Centre*, 2020.
- Research group member, worked on a project *Design for the lab* in Open lab Newcastle University, 2015.
- Research Assistant, *Designing Plant Factory for Elders* with Zhejiang University National Science Park, Hangzhou, China, 2013.
- Research Assistant, *Cross Culture Behaviour of Online Shopping* with Alibaba & Zhejiang University & SUTD, Hangzhou, China, 2013.
- Team Leader, Workshop *Light Design for the Elders* with Technische Universiteit Eindhoven & Philips Research, Hang Zhou, China, 2012.
- Research Assistant, *Future Design for Young People* with Casio Japan & International Design Institute (IDI) of Zhejiang University, Hang Zhou, China, 2012.

## PH.D. SUPERVISION

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- Lin Cheng, Extending the lifetime of shared products: a design approach to preventing damage of shared bicycles in China. (2021-2024)
- Tom Stephenson, How sound affects a theatre audience - Do dynamics, tempo and tonal balance affect the emotion and behaviours of an audience? (2022-2025)
- Yurou Zhang, How to balance the technical standardisation and cross-culture in designing non-textual mobile communication. (2022-2025)
- Xiyao Chen, Exploring the therapeutic potential of virtual art in a museum setting for patients with mental illness. (2023-2026)
- Qinqing Fu, Cross-cultural communication of intangible cultural heritage based on interactive technology. (2023-2026)

## OTHER ACADEMIC ASSIGNMENTS

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- PhD Independent Reviewer, *How National Culture Integrates with Contemporary Animation: Traditional Chinese Animation Design*, Loughborough University, 2023.
- Sub-chair for Theme Track (*Systemic Citizens: Equity, Power, and Relational Autonomy*) in *Design Research Society (DRS)* conference 2024.
- Organisation Committee for *Relating Systems Thinking and Design (RSD12)* 2023, *Loughborough: Synergy Between Sciences*.
- Associate Chair for *ACM Designing Interactive Systems 2023 - Experiences, Artifacts, and Technology subcommittee*.
- Guest Editor for *Sustainability* (ISSN 2071-1050) for the Special Issue - *Product Design Innovation and Consumer Psychology*, 2022.
- Conference Reviewer for *The ACM CHI'23 Conference on Human Factors in Computing Systems (CHI)*, 2022.
- Journal Reviewer for *Applied Sciences* (ISSN 2076-3417), 2022.
- Journal Reviewer for *Multimodal Technologies and Interaction* (ISSN 2414-4088), 2022.
- Journal Reviewer for *The Design Journal* (ISSN 1756-3062), 2022.
- Conference Reviewer for *International Association of Societies of Design Research (IASDR)*, 2021.
- Journal Reviewer for *Heritage* (ISSN 2571-9408), 2021.
- Journal Reviewer for *Sustainability* (ISSN 2071-1050), 2021.
- Conference Reviewer for *The ACM CHI'20 Conference on Human Factors in Computing Systems (CHI)*, 2019.

- Conference Reviewer for *13th International Conference on Human-Computer Interaction (INTERACT)*, 2019.
- Journal Reviewer for *The Arts in Society Research Network* (ISSN 2473-5809), 2019.

### **INVITED TALKS**

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- Designing Interactive Technology for Cross-cultural Appreciation of Intangible Heritage. *Department Research Seminar*, Department of Archaeology and Anthropology, Bournemouth University, November 2021.
- Enhancing the Appreciation of Intangible Cultural Heritage Using Interactive Technology. *The 3rd Beijing University of Posts and Telecommunications Youth Forum*, December 2019.
- Designing Interactive Technology to Enhance the Cross-cultural Appreciation of Chinese Intangible Heritage. *12th Annual Nordic NIAS Council Conference & PhD Course: Digital Asia*, December 2019.
- Supporting the Cross-cultural Appreciation of Traditional Chinese Puppetry Through a Digital Gesture Library. *The 3rd Nanjing University Youth Forum*, May 2019.
- Exploring Transcultural Understanding Through Stakeholder Analysis and Digital Interactive Technologies. *Puppetry Research Conference in Newcastle Puppetry Festival*, Apr 2017.