

# SHICHAO ZHAO

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School of Design and Creative Arts, Loughborough University  
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## CURRENT POSITION

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- Lecturer (Assistant Professor) in Digital Creativity (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- present).

## EDUCATION

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<b>Newcastle University</b>	Newcastle upon Tyne
<b>Ph.D., Computer Science</b>	September 2019
• Research Interests: Human Computer Interaction, User Experience Design, Digital Cultural Heritage	
• Dissertation: <i>'Designing Interactive Technology for Cross-cultural Appreciation of Intangible Cultural Heritage: Chinese Traditional Painting and Puppetry'</i>	
<b>Zhejiang University</b>	Hang Zhou
<b>M.Eng., Software Engineering</b> , concentration in Interactive Media Design	June 2014
<b>B.A., Fine Arts</b>	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 (Horizon 2020)*, 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).

## TEACHING

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- Tutorials - *Industry Project (DSP811)*, MA User Experience and Service Design & MSc User Experience Design, School of Design and Creative Arts, Loughborough University, 2022.
- Subject Lead - *Masters in Design Innovation and Future Heritage*, Innovation School, Glasgow School of Art, 2022.
- Lecturing - PG Elective - *An Introduction to Ethnography (PCRS111)*, Innovation School, Glasgow School of Art, 2021-2022.
- Lecturing - PG Elective - *Future Heritage Design (PDIN203)*, Innovation School, Glasgow School of Art, 2021-2022.
- Tutorials - *Design Innovation Studio 1: Parallel Project (PDIN105)*, MDes Programmes, Innovation School, Glasgow School of Art, 2021-2022.
- Lecturing - *Core Research Methods: Working Towards the Preferable (PCXS105)*, MDes Programmes, Innovation School, 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.
- Teaching Assistant - supporting the lectures on *Research Methods in Digital Civics* of Master course in Digital Civics, Newcastle University, 2017.
- Teaching Assistant - delivering lectures on *design ethnography* and *UX design methods* for exchange undergraduate students from Singapore University of Technology and Design, 2013.
- Teaching Assistant - delivering lectures on *user-centred design*, *co-design* and *digital innovation* for exchange undergraduate students from Singapore University of Technology and Design, 2011.

## PUBLICATIONS

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- 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.

## 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.

## ACADEMIC EXPERIENCE

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- Research group member, working 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.

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#### **OTHER ACADEMIC ASSIGNMENTS**

- 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.

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#### **EXHIBITIONS**

- Graduation Painting Exhibition, Zhejiang Art Museum, 2011.
- Youth-Traditional Chinese Painting Exhibition, Zhejiang University, Nov 2008.

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#### **SCHOLARSHIP AND AWARDS**

- The Champion of *Remake A Museum: Great North Museum Design Challenge*, 2016.
- Software Engineering College-New Master Student Scholarship, Zhejiang University, 2011.
- Outstanding Graduate Presentation, Zhejiang University, 2011.
- First Class Award for Fine Art-Painting Exhibition, Zhejiang University, 2008.

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#### **PROFESSIONAL CERTIFICATE**

- Adobe Certified Designer *Video Post*, 2012.

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#### **SUBSTANTIAL SKILLS ILLUSTRATION**

- Excellent understanding of Traditional Chinese Arts and Cultural Heritage; Ethnography, Design Ethnography, Video Ethnography; Qualitative and Quantitative Analysis methods in Heritage Studies; Co-design and Participatory design.
- Exceptional understanding of software such as Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Adobe XD, Axure, Sketch.
- General grasp of HTML/CSS, JavaScript.