

SHICHAO ZHAO

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School of Design and Creative Arts, Loughborough University
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CURRENT POSITION

- 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

- Newcastle University** Newcastle upon Tyne
Ph.D., Computer Science September 2019
- Research Interests: Human Computer Interaction, User Experience Design, Digital Cultural Heritage
 - 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 Arts July 2011

PROFESSIONAL EXPERIENCE

- *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

- *Interactions and Experience (DSA305)*, Design BA Programme, School of Design and Creative Arts, Loughborough University, 2022-2023.
- *Concepting for Sustainable Futures (DSB306)*, Design BA Programme, School of Design and Creative Arts, Loughborough University, 2022-2023.
- *Design Research Module (DSP851)*, MA User Experience and Service Design & MSc User Experience Design, School of Design and Creative Arts, Loughborough University, 2022-2023.
- *UX Research Major Project (DSP867)*, MA User Experience and Service Design, School of Design and Creative Arts, Loughborough University, 2022-2023.
- *UX Research Major Project (DSP867)*, MSc User Experience Design, School of Design and Creative Arts, Loughborough University, 2021-2022.
- *Experiential Futures (DSA307)*, Design BA Programme, School of Design and Creative Arts, Loughborough University, 2021-2022.
- *Industry Project (DSP811)*, MA User Experience and Service Design & MSc User Experience Design, School of Design and Creative Arts, Loughborough University, 2021-2022.
- *Programme Lead of the Masters Programme in Design Innovation and Future Heritage*, Innovation School, Glasgow School of Art, 2021-2022.
- *An Introduction to Ethnography (PCRS111)*, PG Elective, Innovation School, Glasgow School of Art, 2021-2022.
- *Future Heritage Design (PDIN203)*, PG Elective, Innovation School, Glasgow School of Art, 2021-2022.
- *Design Innovation Studio 1: Parallel Project (PDIN105)*, MDes Programmes, Innovation School, Glasgow School of Art, 2021-2022.
- *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 *UX design methods* for exchange undergraduate students from Singapore University of Technology and Design, 2013.
- Teaching Assistant delivering lectures on *user-centred design* and *co-design* for exchange undergraduate students from Singapore University of Technology and Design, 2011.

PUBLICATIONS

- **Zhao, S.**, Involving British-Chinese Immigrants in Participatory Action Research: Co-designing Interactive Technology to support the Producing and Sharing of Immigrant Heritage. *Interacting with Computers*. (Under Reviewing)
- **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.

ACADEMIC EXPERIENCE

- 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.

PH.D. SUPERVISION

- 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 Standardization and Cross-culture in Designing Non-textual Mobile Communication.* (2022-2025)

OTHER ACADEMIC ASSIGNMENTS

- Guest Editor for *Sustainability* (ISSN 2071-1050) for the Special Issue - *Product Design Innovation and Consumer Psychology*, 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

- 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 NLAS 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.

EXHIBITIONS

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

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.

PROFESSIONAL CERTIFICATE

- Adobe Certified Designer *Video Post*, 2012.