

SHICHAO ZHAO

shichao.zhao@oregonstate.edu
College of Business, Oregon State University
Corvallis, Oregon 97331

CURRENT POSITION

- Assistant Professor of Design and Innovation Management, College of Business, Oregon State University (2024-present).

EDUCATION

Newcastle University	Newcastle upon Tyne
Ph.D., Human Computer Interaction	September 2019
• Thesis: <i>Designing Interactive Technology for Cross-cultural Appreciation of Intangible Cultural Heritage: Chinese Traditional Painting and Puppetry</i>	
Zhejiang University	Hang Zhou
M.Eng., Software Engineering, concentration in Interactive Media Design	June 2014
B.A., Fine Art	July 2011

ACADEMIC CERTIFICATES

- | | |
|--|-----------|
| • FHEA, Fellow of Higher Education Academy | June 2024 |
| • PGCert., Learning and Teaching in Higher Education | June 2024 |

ACADEMIC WORK EXPERIENCE

- Lecturer (Assistant Professor) in UX Design, School of Design and Creative Arts, Loughborough University (2022-2024).
- Lecturer (Assistant Professor) 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).
- Visiting Fellow to the Faculty of Science & Technology in Archaeology and Anthropology, Bournemouth University (2021-2024).
- Postdoctoral Researcher in Digital Archaeology and Heritage, Department of Archaeology and Anthropology, Bournemouth University (2019-2021).
- Research Assistant, International Design Institute (IDI) of Zhejiang University (2012-2014).

GRANTS

- Co-Investigator for *Named after Nelson: Learning from places named after Nelson Mandela through graphic heritage (NaN)*, Enterprise Projects Group (EPG) funding, FEC=£95,577, Loughborough University, 2023.

PUBLICATIONS

- Zhang, Y., **Zhao, S.**, and Merritt, K., “Meme-ing” Across Cultures: Understanding How Non-EU International Students in the UK Use Internet Memes for Cultural Adaptation and Identity’, *Behavioral Sciences*, 2025, 15(5), p.693.
- Pooley, A., Mitchell, V., May, A., **Zhao, S.**, ‘Exploring the Spatial Context of Householders’ Interactions with a Virtual Assistant. Exploring User Interaction in Virtual Environments.’ *Proceedings of the 38th British Computer Society Human-Computer Interaction Conference*, BCS Learning & Development Ltd., 2024, p. 123–134.
- Landa-Avila, C., **Zhao, S.**, Celik, S., Bagchi, P., and Brodersen Hansen, N., ‘Systemic Citizens: Equity, Power, and Relational Autonomy’, in Gray, C., Hekkert, P., Forlano, L., and Ciuccarelli, P. (eds.) *DRS2024: Boston, 23–28 June, Boston, USA*.
- Zhao, S.**, 2023. ‘Involving British-Chinese Immigrants in Participatory Action Research: Lessons Learnt from the Field’ (🏆 Honourable Mention - Top 3%), *ACM Designing Interactive Systems (DIS’ 23)*.
- Zhao, S.**, 2023. ‘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’*.

- **Zhao, S.**, 2022. 'Creating Futuristic Heritage Experiences: An Exploratory Co-Design Study through Design Fiction', *Sustainability*, 14(19), p.12027.
- Merritt, K. and **Zhao, S.**, 2022. '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*, 8(2), p.71.
- Tang, T., Wilson, P., **Zhao, S.**, and Nam, K., 2022. 'Regional Policy Roadmaps: University of Leeds', in Lindström Sol, S., Sarantou, M., Remotti, S., and Gutiérrez Novoa, C. (eds.) *The Role of the Arts in Mitigating Societal Challenges: Regional Policy Roadmaps for Seven European Countries*. Zenodo, University of Lapland.
- Merritt, K. and **Zhao, S.**, 2021. 'Software Design and Development of an Appointment Booking System: A Design Study', in Ur Rehman, M., and 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.**, 2021. 'A Storytelling Method Reflection: Demonstrating and Sharing Immigrant Heritage Through an SPS Strategy During COVID-19', in Kárpáti, A., and Sarantou, M. (eds.) *Arts-based Social Interventions: First Results of the AMASS Testbed (Version 1)*. First AMASS Symposium. Zenodo, University of Lapland.
- Merritt, K. and **Zhao, S.**, 2021. 'An Innovative Reflection Based on Critically Applying UX Design Principles', *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2), p.125.
- Merritt, K. and **Zhao, S.**, 2020. 'An Investigation of what Factors Determine the Way in which Customer Satisfaction Is Increased through Omni-Channel Marketing in Retail', *Administrative Sciences*, 10(4), p.85.
- **Zhao, S.**, 2020. 'A Methodological Reflection: Deconstructing Cultural Elements for Enhancing Cross-cultural Appreciation of Chinese Intangible Cultural Heritage', in Rauterberg, M. (ed.) *Culture and Computing. HCII 2020*. Lecture Notes in Computer Science, vol 12215. Springer, Cham.
- **Zhao, S.**, 2019. 'An Analysis of How Interactive Technology Supports the Appreciation of Traditional Chinese Puppetry: A Review of Case Studies', in Brooks, A., and 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.**, 2019. '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*, 14(3), pp.12.
- **Zhao, S.**, Kirk, D., Bowen, S., and Wright, P., 2019. 'Supporting the Cross-cultural Appreciation of Traditional Chinese Puppetry through a Digital Gesture Library', *ACM Journal on Computing and Cultural Heritage (JOCCH)*, 12(4), p.28.
- **Zhao, S.**, 2019. 'Exploring How Interactive Technology Enhances Gesture-Based Expression and Engagement: A Design Study', *Multimodal Technologies and Interaction*, 3(1), p.13.
- **Zhao, S.**, Kirk, D., Bowen, S., and Wright, P., 2019. 'Cross-Cultural Understanding of Chinese Traditional Puppetry: Integrating Digital Technology to Enhance Audience Engagement', *The International Journal of Intangible Heritage*, 14, pp.139-154.
- **Zhao, S.**, 2018. 'Enhancing the Appreciation of Traditional Chinese Painting Using Interactive Technology', *Multimodal Technologies and Interaction*, 2(2), p.16.
- **Zhao, S.**, 2016. 'Using Interactive Digital Media to Support Transcultural Understanding of Intangible Chinese Cultural Heritage', *CHI Workshop Paper 'Involving the Crowd in future Museum experience design'*.

TEACHING

- *Design Thinking and Process Innovation* (DSGN 341), Undergraduate Programme, Oregon State University.
- *Service Design Innovation* (DSGN 441), Undergraduate Programme, Oregon State University.
- *Interactions and Experience* (DSA305), Design BA Programme, Loughborough University.
- *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.

OTHER ACADEMIC ASSIGNMENTS

- Journal Reviewer for *Humanities and Social Sciences Communications* (ISSN 2662-9992), 2025.
- Guest Editor for *Applied Sciences* (ISSN 2076-3417) for the Special Issue - *Advances in Digital Heritage Technologies*, 2025.
- Editorial Board Members, *Journal of Intangible Cultural Heritage Studies* (JICHs), Sin-Chn Scientific Press Pte. Ltd, 2025, 2025.
- Associate Chair for *ACM Designing Interactive Systems 2025 - Critical Computing and Design Theory* subcommittee.
- Associate Chair for *ACM Designing Interactive Systems 2024 - Critical Computing and Design Theory* subcommittee.
- 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.

PH.D. SUPERVISION

- 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- cultural understanding 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)

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 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.