

Tuck Wah LEONG

107/21-27, O'Connell Street,
North Melbourne, Victoria. 3051

Australia

+61 412 510 199

tuckwah@gmail.com

Objective: Teaching/Research in Interaction Design/User-Experience

Education

The University of Melbourne

Ph.D. in Science: Human-Computer Interaction (2005 to 2008)

Thesis title: *Understanding the Experience of Serendipity when Interacting with Personal Digital Content*

Supervisors: Dr Frank Vetere & Associate Professor Steve Howard

Swinburne University of Technology

Master of Multimedia (2000 – 02)

Average course grade: 87%

The University of Melbourne

Graduate Diploma in Education: Mathematics & Science (1993)

Graduated with Class H1

Monash University

Bachelor of Science (Honours) in Immunology (1985-88)

Thesis: *Production of tumour necrosis factor in end-stage glomerulonephritis.*

Professional studies

Royal College of Music, London (external)

Licentiate Diploma of Music (pianoforte) (1984)

Associate Diploma of Music (pianoforte) (1983)

Areas of expertise

User-Experience (UX) : Theory and Methods

- *Understanding and studying* how experience unfolds and people's sense making processes to construct these experiences
- Strong understanding of the experience of *serendipity* arising from people's interactions with personal digital content
- The UX of *digital music listening* and *photo browsing* especially serendipitous encounters during interactions
- *Use of randomness* to encourage deeper engagement and richer UX
- The process of *defamiliarisation* and its influence upon UX, implications on design approaches and methods
- Novel approaches to collecting experiential data

Strong qualitative research and analysis skills

Use of qualitative analysis software: NVIVO

Internship

Microsoft Research Cambridge, UK (Jan – March 2008)

Socio-Digital Systems Group, Supervisor: Professor Richard Harper

Main work: *Designing an interactive system to study the experience of Serendipity when interacting with personal digital photos*

Academic Honours

Doctoral Consortium Travel Scholarship (June 2006)

One of the ten graduate students chosen out of a pool of international applicants by the Designing for Interactive Systems (DIS) Conference to present at the DIS doctoral consortium at Pennsylvania State University

Australian Postgraduate Award (APA)

Based on academic merit and potential to succeed, I was successful in gaining a three-year APA scholarship from the Commonwealth Government to support my Ph.D. candidature. (2005 – 2008)

Research

Main research experience is in relation to my PhD research topic (carried out internally and overseas). I also assisted in other departmental research projects although I was not involved in the writing and publication of papers.

Main researcher

Microsoft Research Cambridge, U.K. (Jan –Mar 2008)

Conceived the idea and designed the desired interactions of a novel photo presentation system with a dice-led input device. This was deployed in three households in the U.K. to study people's experiences of serendipity when interacting with personal digital photos.

- Main researcher—designed the entire approach and rationale of the study
- Researched and secured the necessary hardware for the system
- Worked closely with a programmer (Dr Tim Regan) to create, test and refine the system
- Refined the implementation of the dice-led input device.
- Conducted the field study on my own: data gathering and analysis

*Main researcher
PhD Fieldwork*

PhD fieldwork, The University of Melbourne, Australia (2006-2007)

- Conducted a highly focused 8-week long field study to study people's experiences of digital music listening, in particular of shuffle listening in their everyday lives
- Designed and carried out a 3-week long experiment to study the relationship between people's experiences of serendipity during listening and the degree of their familiarity with the music

Approaches used: diary studies, open-ended interviews, dice-led activities, meta-data capture and alternative modes to support data capture, e.g., mobile phone, personal blogs, etc. Data analysis using grounded approach

- Conducted a broad exploratory study using webnography to understand the experiences of shuffle listening and digital music listening in general.

Research Assistant

Lifeblog Project, The University of Melbourne, Australia (2005)

- Assisted with interviewing of participants
- Contacting and managing participants

Principal researchers: Dr Frank Vetere & Dr Elizabeth Hartnell-Young

Related experience

Photo Collage System, The University of Melbourne, Australia (2007)
Contributed to the design, thinking and discussion of a synchronous, distributed, touch-screen photo display system that explores intergenerational relationship via photos and texts.
Principal researcher: Dr Frank Vetere

Publications (peer reviewed)

Journal (peer reviewed)

T Leong, F Vetere & S Howard, *Abdicating Choice: The Rewards of Letting Go*, Digital Creativity 2008, 19(4): 233-243

T Leong, F Vetere & S Howard, *Take a Chance on Me: Using Randomness for the Design of Digital Devices*, Interactions Magazine, ACM Press. 2008, XV.3: 16-19

Conference (& presentation)
(peer reviewed)

T Leong, S Howard & F Vetere, *Choice: Abdicating or Exercising*, Proceeding of the 26th annual SIGCHI conference on Human factors in Computing Systems, Florence, Italy, ACM Press. 2008: 715-724

T Leong, F Vetere & S Howard, *Randomness as a Resource for Design*, Proceedings of the 6th Conference on Designing for Interactive Systems (DIS), University Park, PA, USA, ACM Press. 2006: 132-139

T Leong, F Vetere & S Howard, *The Serendipity Shuffle*, Proceedings of the 17th CHISIG (OZCHI), Canberra, Australia. ACM Press. 2005: 1-4

Doctoral Consortium

T Leong. *Designing for Experience: Randomness as a Resource*, Proceedings of the 6th Conference on Designing for Interactive Systems (DIS), University Park, PA, USA, ACM Press. 2006: 346-347

Teaching Experience (University)

2003-2008

Department of Information Systems, The University of Melbourne, Australia

Course Coordinator and **Mentor** for *Industrial Project* (615373) a final year undergraduate subject where students work on a real-life project with an external client and supervised by a departmental mentor

Liaised with external clients, colleague-to-colleague supervision, lecture delivery, assessment and developed all the course content.

Supervised and mentored many student groups over the years.

2003-2004

Associate Lecturer for *Multimedia & Communications* (615280), a second year undergraduate subject consisting of lectures, weekly tutorials & lab work

The main contact person besides the Course Coordinator in charge of the course. Assisted in coursework development and development of lab

assessment. Delivered selected lectures, ran tutorials and labs, responsible for all lab work development as well as supervised (and mentored) sessional tutoring staff.

Also worked as a lab demonstrator, tutor and contributing lecturer to a first year undergraduate subject,

2003-2004

Teaching Award

Teaching achievement

Demonstrator & Tutor for *Information Systems in Organisation* (615120), a first year undergraduate subject consisting of lectures, weekly tutorials and & lab work.

Award for Excellence in Teaching (2005)

Selected from amongst all teaching staff in the department in recognition of my contribution to teaching in the department

Consistently scored highly in the Quality of Teaching (QoT) surveys of the subjects I coordinate and taught. The QoT is conducted by the University to survey each subject every semester on students' perceptions of the quality of teaching and learning experience in their subjects

Often receive positive feedback from students and fellow colleagues regarding teaching skills and commitment to teaching.

Leadership & Community Service

University

Chosen by the Faculty of Science, to speak in a public forum to promote postgraduate studies in Science, Alan Gilbert Building, Melbourne, June 2006

Invited by the University of Melbourne, International open day in Singapore's Orchard Hotel Ballroom, Oct 2005

Departmental

- Member of the Departmental Coursework Committee (2003-05)
- Project Manager of the department's website migration (2006)
- On-going involvement with various subject and curriculum promotional activities of the department within the University (2002 - 05)
- Presented and assisted at the University's International Open Day overseas promotion in Singapore (2005)
- Conducted Flash labs on University Open days (2002 -04)
- Conducted Flash masters series for secondary school students (2002-05)

Research groups

Outside university

- Coordinate the Interaction Design Group seminar series (2005-2007)
- External assessor for undergraduate Industrial Design final projects at RMIT University (2007)

Reviewing

Journal

Interacting with Computers

Conference

Personal and Ubiquitous Computing

CHI 2009, CHI 2008

MLearn 2007 (Mobile Learning)

Previous Employment

Worked for nine years as a high school teacher (1994-2002)

For the final four years, I was appointed the Head of various Departments, including Science, Performing Arts and LOTE (Languages other than English). Subjects taught: Biology, Music and the Indonesian language

Membership

ACM: Association of Computing Machinery

APRA: Australasian Performing Rights Association (write/composer)

References

Associate Professor Steve Howard

Head of Department

Department of Information Systems

111 Barry Street, Carlton,

Victoria 3010 Australia

+61 3 8344 1493

showard@unimelb.edu.au

Professor Elizabeth Sonenberg

Dean of Science

The University of Melbourne

Victoria 3010 Australia

+61 38344 1513

l.sonenberg@unimelb.edu.au