

**Tuck Wah LEONG**

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

Australia

+61 412 510 199

tuckwah@gmail.com

<http://www.tuck-wah.com>

**Objective:** A HCI/User-Experience Research position

## Education

### The University of Melbourne

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

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)

Monash University: Choral Conducting (1994)

## Areas of expertise

### User-Experience (UX) : Theory and Methods

- *Understanding & studying people's experiences with technology*: how it unfolds and people's process of sense making to construct their experiences
- Strong understanding of the experience of *serendipity* arising from people's interactions with personal digital content
- The UX of *digital music listening* and UX of interactions with *personal photos*
- The *use of randomness* in encouraging deeper engagement and richer UX
- The process of *defamiliarisation* and its influence upon UX

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

*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)

## Publications (peer reviewed)

Journal

**T Leong**, F Vetere & S Howard, *Abdicating Choice: The Rewards of Letting Go*, Digital Creativity June 2008 (in press)

Magazine

**T Leong**, F Vetere & S Howard, *Take a Chance on Me: Using Randomness for the Design of Digital Devices*, Interactions 15(3) May/June 2008: 16-19

Conference (& presentation)

**T Leong**, S Howard & F Vetere, *Choice: Abdicating or Exercising*, Proceedings of 26<sup>th</sup> CHI, Florence, Italy, ACM Press. 2008: 715-724

**T Leong**, F Vetere & S Howard, *Randomness as a Resource for Design*, Proceedings of the 6<sup>th</sup> 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 19<sup>th</sup> CHISIG (OZCHI), Canberra, Australia. ACM Press. 2005: 1-4

Doctoral Consortium

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

## Presentations

Guest speaker

*Randomness as a Resource for Design*

The Graphics & Interaction Group ("Rainbow"), The University of Cambridge Computer Laboratory, weekly seminar series, Feb 2008

*User Experience and HCI*

The University of Melbourne, Department of Information Systems, undergraduate HCI lecture, May 2007

*Designing for Experiences*

RMIT University, Department of Industrial Design public lecture series, Apr 2007

*Studying Experiences: Methods*

RMIT Industrial Design Undergraduate class, Mar 2007

Seminars

*Random encounters with personal digital photos* (May 2008)

*The Shuffle Experience* (April 2007)

*Randomness as a Resource for Design* (Mar 2006)

*Designing for Experience: A Wicked Problem* (May 2005)

Interaction Design Group seminar series, Department of Information Systems, The University of Melbourne

*Random encounters with personal digital photos* (Mar 2008)

Socio-Digital Systems Group, Microsoft Research Cambridge, U.K.

Symposium

*The Serendipity Shuffle*

Digital Incubator and Symposium, the Victorian College of the Arts, Melbourne, Apr 2007

## Reviews

Journal: *Interacting with Computers, Personal and Ubiquitous Computing*

Conference: *MLearn 2007* (Mobile Learning)

## Research Experience & fieldwork

Main researcher

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

Conceived the idea and all 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:  
fieldwork

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

- 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
- 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

*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 netnography 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

## Professional background

Subject Coordinator

**Academic (teaching):** Dept. of Information Systems, The University of Melbourne, Australia (2002-present)

*Industrial Project*, a final year undergraduate subject where students work on a real-life project with an external client and supervised by a departmental mentor (2002 – present)

Lecturer

*Industrial Project* (2002 – present)

Mentor

*Industrial Project* (2002 – present) Weekly meetings to supervise student groups on their progress and to advise on project management strategies

Contributing lecture

*Multimedia & Communications:* a second-year undergraduate subject (02-04)

Tutor & lab demonstrator

*Information Systems in organizations* a first year undergraduate subject (02-04)

## Teaching Award

**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

## Community Service

- Coordinate the Interaction Design Group seminar series (2005-07)
- External assessor: undergraduate Industrial Design final projects at RMIT University (2007)
- Project-managed the Dept of Information Systems' website migration (06)
- Member of the Departmental Coursework Committee (2003-05)
- Conducted Flash labs on University Open days (2002 -04)
- Conducted Flash masters series for secondary school students (2002-05)
- On-going involvement with various subject and curriculum promotional activities of the department within the University (2002 – 05)

*Guest presenter*

### *Postgraduate studies in Information Systems*

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

### *Information Systems and You*

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

## Previous Employment

*High School Teacher*

*Marketing*

*Immunology research*

Taught for eight years as a **high school teacher** (1994-2001)

Subjects taught included Biology, Music and the Indonesian language

**Head of Science** (1998), **Head of Performing Arts** (1999), **Head of LOTE** (Languages other than English) (2000-01).

**Marketing Manager:** Aquila Footwear & Trellini Menswear (1992-93)

**Research assistant:** Department of Medicine, Prince Henry's Hospital, Melbourne

ACM: Association of Computing Machinery

APRA: Australasian Performing Rights Association (write/composer)

## Membership

## References

### **Associate Professor Steve Howard**

Head of Department

Department of Information Systems

The University of Melbourne, Australia

+61 3 8344 1493

showard@unimelb.edu.au

### **Professor Liz Sonenberg**

Dean of Science

The University of Melbourne, Australia

+61 3 8344 6407

l.sonenberg@unimelb.edu.au

### **Professor Richard Harper**

Senior Researcher, Microsoft Research Cambridge,

Roger Needham Building

7 J J Thomson Avenue

Cambridge, CB3 0FB, U.K.

44 (0)1223 479 824

r.harper@microsoft.com