Serena Ge Guo

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EDUCATION

2021 - Now
New York, U.S.

Cornell University, Information Science
PhD in Information Science, HCI track. Minor: Social Psychology

2017 - 2020
New York, U.S.

Columbia University, GSAPP
Master of Architecture

> **Honor Award For Excellence in Design** - GSAPP 2020 Graduation Award (1/88)
> **Award for Excellence in Animation** -American Institute of Architects (AIA)(1/139)
> **Buell Center Paris Prize -** GSAPP Annual Award, 2019 & 2018 (1/88)
> **William Kinne Fellows Traveling Prize** - GSAPP 2020 Graduation Award

2012 - 2015
Hong Kong

University of Hong Kong
Bachelor of Arts in Architectural Studies (Hons)

> Bi-City Biennale of Urbanism/Architecture Exhibition in Shenzhen
> HKU Fellowship for Outstanding Students

2014
Massachusetts, U.S.

Harvard University Graduate School of Design
Design Summer Program (with highest distinction)

EXPERIENCE

6.2023 - Now
New York, U.S.

YAI - Center for Innovation and Engagement
Mixed Reality Designer & Researcher
• Leading the concept design, user research and prototyping for AR application for people with autism.
• Development in Unity with C# and AR foundation.

6.2022 - 8.2022
New York, U.S.

Cornell University
Instructor for INFO 5355 Human-Computer Interaction Design
• Co-taught the graduate-level UX research core course to Cornell students during the summer, with another PhD student, including giving lectures, planning section activities, and mentoring 6 semester-long projects on human-centered-design including user research, interview, affinity diagram, storyboard, wire-frame, prototype, and usability test.

9.2022 - Now
New York, U.S.

Virtual Embodiment Lab, Cornell University
Research Assistant
• Project lead for a VR social interaction project, including setting up the research scope, experiment design, VR development in Unity, user research, and writing up the manuscript.

6.2020 - 3.2021
New York, U.S.

The Glimpse Group
VR Product Design/Development Intern
• Developed VR application for group psychotherapy in Unity and Figma.
• Coded the experience of swapping avatar's features using C# including building UI panels in Unity, wired up the functions of each buttons, and designed the user flows.

6.2019 - 6.2020
New York, U.S.

Computer Graphics and User Interfaces Lab, Columbia University
Graduate Research Assistant under Prof. Steven K. Feiner, CS Department
• AR Prototyping for Project "Collaborative Urban Virtual Environment" in Unity.
• Designed and coded hand interaction methods (hand gestures and body movement) for pulling out yelp card and memo function of project "Curve" using C#, collaborating with programmers.

6.2018 - 8.2018
New York, U.S.

SOM | Skidmore, Owings & Merrill LLP
Designer
• Collaborated with lighting consultants, engineers, chief architects, furniture manufacturers on the interior lighting design and construction for project Waldorf Astoria.
• Concept design, Graphic visualization, 3D Modeling for project Waldorf Astoria.

PUBLICATIONS

2023	**Ge Guo**, Hsin-Ming Chao, Huong Pham, Gilly Leshed, and Keith Evan Green. 2024. Beyond the First Glance: Unraveling Strangers' Interactions through a Behavioral Framework and Evaluating it in the Field. <u>In the process of Revise and Resubmit</u> to the Proceedings of the 2024 CHI Conference on Human Factors in Computing Systems (CHI '24), May 11–16, 2023, Honolulu Hawaii. ACM, New York, NY, USA
2023	**Ge Guo**, Chuanrui Liu, Swati Pandita, Jakki O. Bailey, and Andrea Stevenson Won 2024. Investigating Preferences for Identity Match in Avatar Appearance. <u>In the process of Revise and Resubmit</u> to the ACM Conference On Computer-Supported Cooperative Work And Social Computing (CSCW '24), Oct 19–23, 2024, San José, Costa Rica, ACM, New York, NY, USA
2023	**Ge Guo**, Gilly Leshed, and Keith Evan Green. 2023. "I normally wouldn't talk with strangers": Introducing a Socio-Spatial Interface for Fostering Togetherness Between Strangers. In Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23), April 23–28, 2023, Hamburg, Germany. ACM, New York, NY, USA 20 Pages. https://doi.org/10.1145/3544548.3581325. **Best paper Honorable Mention**
2022	**Ge Guo**, Gilly Leshed, Trevor Pinch, and Keith Evan Green. 2022. SocialStools: A Playful, Socio-Spatial Interface for Fostering Togetherness Across Strangers. In Extended Abstracts of the 2022 CHI Conference on Human Factors in Computing Systems (CHI EA '22). Association for Computing Machinery, New York, NY, USA, Article 173, 1–5. https://doi.org/10.1145/3491101.3519877
2019	**Ge Guo**, Qi Yang. 2019. Methods of applying augmented reality to nudge user behaviors by changing public and private relationship in a library, Design Community, 113-117.
2019	Qi Yang, **Ge Guo**. 2019. A Framework of Rural Village Planning in Rural China based on Database of Color Perception, Urbanism and Architecture.

AWARDS & PRESENTATIONS

2020	**Honor Award For Excellence in Design** - GSAPP 2020 Graduation Award (1/88)
	-Granted to one student out of 88 for "student leadership, engagement, and high academic attainment within all design studios"
2020	**The AIA Award for Excellence in Animation** -AIA Ken Roberts Memorial Delineation Competition (1/396)
	-This prize is awarded to the best entry embracing the art and medium of animation as an emerging tool that pushes architectural delineation exploration.
2020	**Panelist on DigitalFUTURES Young: AR/VR/Game Environments**
	-Presented my resent research in immersive media design to discuss the affordances and constraints of these participatory technologies and environments, live-streamed on YouTube and on Bilibili, Dec 5th.
2020	**William Kinne Fellows Traveling Prize** - GSAPP 2020 Graduation Award
	-Fellowship granted to students "on the basis of their academic merit and the perceived ability of the applicant to successfully complete the study".
2019	**Buell Center Paris Prize** - GSAPP Annual Award (Teammate: Qi Yang) (1/88)
	-Granted to one project in the school that "best combines social, political, technical, and symbolic implications of the climate accord in an architecturally specific fashion at multiple scales".
2019	**"Une Cambre Ailleurs" Exhibition in Paris, France** - Project "Veiled"
2018	**AR Mobile Urban Environments Exhibition at Tongji University** - Project "Urban Fantasy"
2014	**Bi-City Biennale of Urbanism/Architecture Exhibition in Shenzhen** - Projects "Miao"

Skills

Modeling & Graphics	Rhino+Grasshopper, Blender, Cinema 4D, Maya, 3ds Max, Revit, AutoCAD, Vray, Adobe Suite (Photoshop, Illustrator, After Effects, InDesign, Premiere), SketchUp
XR Development	Unity 3D, AR Foundation (ARKit/ARCore), Vuforia, Spark Studio, Processing
UX Design	Figma, Miro, D3.js, Sketch
Programming	C#, Python, JavaScript, HTML/CSS, Unity3D/Unreal, Arduino+Raspberry Pi
Fabrication	3D Printing, Laser Cutting, CNC Milling, Woodworking