

# Iman YeckehZaare

PROFILE

Ph.D. in Information student with strong technical & analytical background seeks UX Research Internship.

PROGRAMMING

BACK-END

Python (Django)  
PHP (Laravel)  
Visual C++  
Java  
C# .Net  
Ruby on Rails  
Assembly

FRONT-END

SQL Server  
MySQL  
HTML (5)  
CSS (3)  
SVG  
JavaScript  
jQuery  
XML & JSON  
AJAX

USER EXPERIENCE

Experimental Design  
Game Theory  
Usability testing  
Surveys & Interviews  
Personas & Scenarios  
Heuristic Evaluation  
Contextual Inquiry  
Paper Prototyping  
Wireframing

SOFTWARE

DESIGN

Justinmind  
Balsamiq  
Axure  
Inkscape  
GIMP  
Photoshop  
Illustrator  
InDesign  
Visio  
Rational Rose

ANALYSIS

Stata  
NumPy  
Matlab  
Weka  
Gephi  
Guess

CS SKILLS

Web Content Mngmt.  
Software Eng. & SaaS  
Algorithms & Data-St.  
Database Design  
Data Mining & NLP  
Recommender Sys.  
AI & ANN  
Network Analysis

Education

**University of Michigan School of Information** • Ann Arbor, MI

Doctor of Philosophy (Ph.D.) in Information Aug 2019

**University of Michigan School of Information** • Ann Arbor, MI

Master of Science in Information Dec 2014

Specialized in Human-Computer Interaction (HCI)  
Specialized in Information Economics for Management (IEM)

Honors: SXSW 2014 Business Startup Challenge • Austin, TX  
Weather Underground Startup Trek 2014 • San Francisco, CA  
UMSI Startup Trek 2013 • New York, NY  
U-Entrepreneurship Member

**Iran University of Science and Technology** • Tehran, IR

Bachelor of Engineering in Information Technology, First-Class Honors Jul 2011  
Honors: Recognized by dean for leadership in Scientific Association

**University of Science and Culture** • Tehran, IR

Bachelor of Engineering in Computer Engineering, First-Class Honors Feb 2010

**1Knol: A New Generation of Wikis** (Founder, PI, EL, Inventor) Dec 2005 – Present

- **UX research on Wikipedia**, conducting Surveys & Interviews to identify Norms, Goals, Roles, Incentives & Rewards, Conflicts, Representation of Self & Others (Reputation), Representation of Activities (Signs of Life & Activity Stream), Social Regulations (Norm Violation) and criticisms of Wikipedia (Rigidity & Bureaucracy, Vandalism, Edit war, Misuse, Lack of Formal Reputations; Reader disorientation & Cognitive overhead).
- **Advisors:** Professor Paul Resnick, Professor Yan Chen & Professor Mark Ackerman.
- **Solution:** Designed & implementing 1Knol, in which users use a novel management, crowd-sourced & **Reputation System** to collaboratively classify, organize & create knowledge.
- **Code:** JavaScript, AJAX > **5K LoC** - PHP, MySQL, XML, Jason, HTML5, CSS3, SVG > **4K LoC**
- **Patent:** Collaborative Web Content Management & representation System (Provisional).
- **Michigan Collegiate Innovation Prize 2013 (PI)** Oct 2013 – Jan 2014  
Generated Business Model Canvas, Revenue Model & Customer Discovery (Semi-Finalist).
- **Ann Arbor Spark Boot Camp (PI)** Jan 2014 – Mar 2014  
Applying Lean Development Methodology, Customer Discovery & Pitch training.

Work Experience

**the Carr Center** • Detroit, MI (**Website Designer & Developer**) Aug 2013 – Sep 2014

Redesigned & implemented a website leveraging JQuery & PHP. (www.thecarrcenter.com)  
Interviewed stakeholders who were using / managing the website and those in contact with customers, and realized the issue of having events' schedule and scattered information on unsynchronized public Google Calendar, Private calendar and multiple pages on the website. This way, managing and searching events was very difficult. As a remedy, I used Google Calendar API and synchronized it with a unified database. As a result they received many comments indicating how customers can search events and buy tickets easier and faster.

**ProQuest** • Ann Arbor, MI (Internship, **Data Scientist**) Aug 2013 – Sep 2013

Provided solutions for two projects about credibility of websites & improvement of a search engine. Presented Machine Learning, Text Classification and Recommender Systems tutorials.

**Michigan I-Corps** • Ann Arbor, MI (Internship, **Entrepreneurial Leader**) Jul 2013 – Sep 2013

Generated a Business Model Canvas, and participated in Customer Discovery.

**Law Library** • MI (**UX Researcher, Contextual Inquiry**) Sep 2012 – Dec 2012

Interviews, models of communication flow & affinity diagram, made recommendations.

University of Michigan School of Information • Ann Arbor, MI

Sep 2012 – Present

**ExpertIdeas: Incentivizing Domain Experts to Contribute to Wikipedia****Advisor:** Professor Yan Chen

March 2014 – Present

This study investigates the extent to which different incentives might motivate domain experts to contribute to Wikipedia by conducting randomized field experiments on Wikipedia. We explore the impact of social amplifier on the private benefit from contributing to the public good. When an expert edits a Wikipedia article relevant to her research, the private benefit is multiplied by the number of people who view that article. To measure the effect of the social amplifier, we introduce exogenous variations on the number of times the recommended Wikipedia articles have been viewed over the last 90 days. We are conducting a controlled field experiment by delivering different versions of an email message inviting researchers world-wide to contribute to Wikipedia. By studying participants' behavioral responses to various incentives using a  $3 \times 2 \times 2$  factorial design, this research investigates the incentives that might motivate scholars to contribute to Wikipedia.

- developed an administrative web application using Django framework on AWS, which facilitated the experiment and provided subjects' local time estimation, email tracking, dynamic reporting, data visualization, and incorporated the Wikipedia Bot.
- developed crawlers to retrieve data from Google Scholar, Wikipedia, and RePEc.
- developed a Wikipedia Bot to post comments on talk pages.
- conducted usability testing and interviewed researchers about the study website.
- doing data analysis, and authoring my pre-candidacy proposal about the field experiment.

**Impacts of Wikiprojects on Contribution to Wikipedia****Advisor:** Professor Yan Chen

October 2015 – Present

To evaluate the impact of WikiProject membership on individuals' contribution, we collected the complete editing history of about 9,000 registered top editors and the number of characters in each entry. The causal relationship is inferred by the method of matching, which compares the editing behavior of treated editors, members of at least one WikiProject, with non-members who have similar characteristics, such as lifetime at Wikipedia and editing activeness before the focal week. We invoke the assumption of selection on observables by the fact that a typical user's exposure to a certain WikiProject depends on the duration of membership and the amount of contribution to articles related to that Wikiproject. Because editors' selection into WikiProject is susceptible to transitory shock, we use difference-in-difference estimator to single out the temporally invariant differences between treated and untreated editors.

**A Panel Study of User Vulnerability to Phishing Attacks****Advisor:** Professor Yan Chen

November 2015 – Present

Using panel data from survey and incentivized economic experiments over multiple years, we are building an econometric model to predict user vulnerability to phishing attacks. Multi-year repeated measurements over a diverse and yet stable sample will enable us to evaluate the effectiveness of IT security education programs and to investigate human learning and retention in the IT security domain. For this purpose we developed Holt-Laury Lottery and Eckel-Grossman Gamble to measure subjects' risk preferences and other innovative games to measure their level of trust and curiosity. Most of these games have long instructions and one of my objectives was to provide a user-centric design to capture subjects' attention.

**BALANCE: Enhancing Diversity in News & Opinion Aggregators****Advisor:** Professor Paul Resnick

Nov 2012 – Feb 2013

Analyzed NERs &amp; Wikifiers to extract entities to find different aspects in news articles.

**Iran University of Science and Technology • Tehran, IR**

July 2009 – Feb 2011

**Dissertation: A New Approach for Density-Based Clustering**

May 2011

Designed &amp; implemented to measure density levels, visualize them &amp; predicts the clusters.

**Other Research Projects:**

Jun 2009-Jul 2011

- **KDD CUP 2011** - Ranking: 55 / 1878 rivals. (RMSE: 24.03% / best RMSE: 21.01%) Designed & implemented novel User-based & Item-based CF applied a CFF Neural Network.
- Analyzed **chatbots**: Alice & Jabberwacky, yielded a Persian bot using CBR & AIML techniques.

**University of Science and Culture • Tehran, IR**

July 2007 - Feb 2010

**Dissertation: A New Approach for Skeletonization of Handwritten Images**

Designed, implemented &amp; compared other methods, showing novel time &amp; accuracy results.

**Languages**

Persian (native)

English (fluent)

Azerbaijani (fluent)

French (basic)

Arabic (basic)