

LEAH ZHANG-KENNEDY

Stratford School of Interaction Design and Business, University of Waterloo
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DEGREES

2013 – 2017

Ph.D. in Computer Science

Carleton University, Ottawa, ON.

Supervisor: Dr. Sonia Chiasson

Thesis: Multimedia Approaches for Improving Children’s Privacy and Security Knowledge and Persuading Behaviour Change

Research Summary: The work identified research gaps in privacy education and found existing children’s mental models of online privacy to inform the design and development of two privacy and security multimedia educational tools for children (7-11). The work showed that the tools were effective for improving children’s knowledge retention and promoting privacy-aware behaviour.

Research Areas: Human-Computer Interaction, Usable Privacy and Security, Digital Media, Education.

2013 – 2014

Completed Course Credits in Computer Science (Undergraduate Courses in Data Structures, Systems Programming, Web Applications, and Discrete Mathematics)

School of Computer Science, Carleton University, ON.

2011 – 2013

M.ASc. in Human-Computer Interaction (HCI)

School of Information Technology, Carleton University, Ottawa, ON.

Supervisors: Drs. Sonia Chiasson and Robert Biddle

Thesis: Improving Mental Models of Computer Security Through Information Graphics

Research Summary: The design, prototyping, and empirical studies of computer security educational materials for adults showed that visual communication is a viable and effective approach for conveying security information, and for helping end-users develop functional mental models of computer security.

2003 – 2007

B.Des. Honours in Design

School of Design, York University and Sheridan College, Toronto and Oakville, ON.

2001 – 2003

Completed Course Credits in Fine Arts

School of Fine Arts and Music, University of Guelph, ON.

Employment

2017 – Present

Lecturer, Stratford School of Interaction Design and Business, University of Waterloo

Definite Term, User Experience Design and Innovation.

2017

Contract Graphic Designer for SERENE-RISC Smart Cyber-Security Network, Montreal, QC.

Designing print communication for training programs.

2012 – 2017

Research Assistant, School of Computer Science, Carleton University

Designing and conducting experiments, developing prototypes, conducting data analysis, writing, mentoring undergraduate and graduate students, coordinating.

2011 – 2015

Teaching Assistant, School of Computer Science, and Information Technology, Carleton University

Teaching tutorials, supervising design studio, facilitating undergraduate group projects, grading, proctoring.

2014

Contract Interaction Designer at You.i Labs, Kanata, ON

Designing UI interactions, meeting with clients, creating wireframes and documentation.

2007 – 2011

Graphic Designer at Rustic Creative, Waterloo, ON

Designing and developing interactive eLearning modules, branding, and conducting social media marketing and market research. Acquired agency experience working with consumer brands and products.

2006

Design Intern at Hi-Octane Creative Communications & Design Inc., Toronto, ON

Developing print and web communications for small businesses.

Teaching

UNDERGRADUATE TEACHING**Stratford School of Interaction Design and Business, University of Waterloo**

Fall Term, 2018

- GBDA401 (001) | Cross-Cultural Digital Business 1
- GBDA401 (002) | Cross-Cultural Digital Business 1
- GBDA302 (001) | Extended E-portfolio 1

Winter Term, 2018

- GBDA228 (001) | Digital Imaging of Online Applications
- GBDA228 (002) | Digital Imaging of Online Applications
- GBDA302 (001) | Global Media Project 2

Fall Term, 2017

- GBDA101 (001) | User Experience Design
- GBDA401 (001) | Cross-Cultural Digital Business 1
- GBDA401 (002) | Cross-Cultural Digital Business 1

WORKSHOP TEACHING

Summer, 2018

IDEAS Summer Experience Program, University of Waterloo

Teaching a UX workshop for international high school students.

Summer, 2018

MDEI Bootcamp, University of Waterloo

Teaching an Introduction to UX Design Workshop for Masters students.

Summer, 2013 – 2016

Shad Valley Summer Enrichment Program, Carleton University

Teaching HCI workshops for high school students.

Fall, 2016

Peer Privacy Protectors Project for Teens, Canadian Civil Liberties

Association and Education Trust, Toronto

Teaching a workshop about online privacy and security issues.

ASSISTANT TEACHING

2013 – 2015

School of Computer Science, Carleton University

Facilitating undergraduate group projects, tutoring, grading, and proctoring.

- COMP1005 | Introduction to Computer Science I
- COMP1406 | Introduction to Computer Science II
- COMP3008 | Human-Computer Interaction

2011 – 2013

School of Information Technology, Carleton University

Teaching tutorials, supervising design studio, facilitating undergraduate group projects, grading, and proctoring.

- IMD1000 | Introduction to Interactive Multimedia Design
- IMD2900 | Design Studio

GUEST LECTURING

2013 – 2015

School of Computer Science, Carleton University

Guest lecturing in undergraduate and graduate computer science and HCI courses.

- COMP 3008 | Human-Computer Interaction
- COMP 5900 | Computer Security and Usability
- HCIN 5200 | Software and User Interface Development

**AWARDS
/HONOURS**

- Ontario Graduate Scholarship (OGS) 2016
- Ontario Graduate Scholarship (OGS) 2015
- School of Computer Science Departmental Scholarship, Carleton University 2013 – 2016
- School of Computer Science Entrance Scholarship, Carleton University 2013
- GRAND NCE Digital Media Research Network Travel Scholarship 2013
- Computing Research Association (CRA-W) Travel Scholarship 2013
- School of Information Technology Entrance Scholarship 2011
- Zacks Art Gallery Student Art Competition winner, York University 2006
- Gerard Sendrey Prize winner, York University 2006
- Dean's Honour Roll, York University 2004, 2007
- Dean's Honour Roll, University of Guelph 2001, 2002, 2003

The first author conducted the majority of the research and writing for the publications.

REFEREED JOURNAL ARTICLES

1. Zhang-Kennedy, L., Abdelaziz, Y., and Chiasson, S. (2017) Cyberheroes: The Design and Evaluation of an Interactive Ebook to Educate Children about Online Privacy. *International Journal of Child-Computer Interaction (IJCCI)*. (To appear)
2. Zhang-Kennedy, L., Chiasson, S., and Biddle, R. (2016) The Role of Instructional Design in Persuasion: A Comics Approach for Improving Cyber Security. *International Journal of Human-Computer Interaction (IJHCI)*, Taylor & Francis, 32:215-257.

REFEREED CONFERENCE PAPERS (BLIND PEER-REVIEWED FULL PAPERS)

3. Zhang-Kennedy, L., Assal, H., Rocheleau, J., Mohamed, R., Baig, K., & Chiasson, S. (2018). The aftermath of a crypto-ransomware attack at a large academic institution. In *USENIX Security Symposium (USENIX Security 18)*.
4. Zhang-Kennedy, L., Khadija, B., and Chiasson, S. (2017) Engaging Children About Online Privacy Through Storytelling in an Interactive Comic. In *British HCI*, ACM.
5. Zhang-Kennedy, L., Mekhail C., Abdelaziz, Y., and Chiasson, S. (2016) From Nosy Little Brothers to Stranger-Danger: Children and Parents' Perception of Mobile Threats. In *Interaction Design and Children (IDC)*, ACM.
6. Zhang-Kennedy, L., Fares, E., Biddle, R., and Chiasson, S. (2016) The Effects of Interactivity on Information Visualization about Internet Phishing Trends. In *APWG eCrime*. IEEE.
7. Zhang-Kennedy, L., Chiasson, S., and P. C. van Oorschot. (2016) Revisiting Password Rules: Facilitating Human Management of Passwords. In *APWG eCrime*. IEEE.
8. Zhang-Kennedy, L., Chiasson, S., and Biddle, R. (2014) Stop Clicking on "Update Later": Persuading Users They Need Up-To-Date Antivirus Protection. In *International Persuasive Technology Conference*, Springer LNCS, 302-313.
9. Zhang-Kennedy, L., Chiasson, S., and Biddle, R. (2013) Password Advice Shouldn't Be Boring: Visualizing Password Guessing Attacks. In *APGW eCrime*, IEEE, pp. 1-12.

REFEREED EXTENDED ABSTRACTS AND WORKSHOP PAPERS

10. Zhang-Kennedy, L., Mekhail C., Abdelaziz, Y., and Chiasson, S. (2016) Teaching with an Interactive E-book to Improve Children's Online Privacy Knowledge. In *Interaction Design and Children (IDC)*, ACM.
11. Zhang-Kennedy, L., Chiasson, S. (2015) Improving Children's Mobile Privacy Awareness and Behaviour. In *Symposium On Usable Privacy and Security (SOUPS)*, ACM, pp. 1-3.
12. Zhang-Kennedy, L. (2014) Persuading Secure User Behaviour at Work. In *International Persuasive Technology Conference, Adjunct Proceedings*, Springer LNCS, 126-129.
13. Mekhail, C., Zhang-Kennedy, L., Chiasson, S. (2014) Visualizations to Teach about Mobile Online Privacy. In *International Persuasive Technology Conference, Adjunct Proceedings*, Springer LNCS, 43-45.
14. Zhang-Kennedy, L., Chiasson, S., and Biddle, R. (2013) Interactive Comics as Visual Narratives in Computer Security Education. In *GRAND NCE Annual Conference*, pp. 1-4.
15. Zhang-Kennedy, L. (2013) Interactive Comics as Visual Narratives in Computer Security Education. *NSERC ISSNet Strategic Network on Security*, pp. 1-2.

REFEREED POSTERS

16. Zhang-Kennedy, L., Elias F., Chiasson, S., and Biddle, R. (2015) Geo-Phisher: The Design of a Global Phishing Trend Visualization Tool. *Symposium On Usable Privacy and Security (SOUPS)*.
17. Zhang-Kennedy, L., Chiasson, S., and Biddle, R. (2014) Visualizations to Teach about Mobile Online Privacy. *GRAND NCE Annual Conference*.

18. Zhang-Kennedy, L., Chiasson, S., and Biddle, R. (2013) Interactive Comics as Visual Narratives in Computer Security Education. *GRAND NCE Annual Conference*.
19. Zhang-Kennedy, L., Chiasson, S., and Biddle, R. (2012) Visualizing Password Guessing Attacks. *GRAND NCE Annual Conference*.

TECHNICAL REPORTS

20. Zhang-Kennedy, L., and Chiasson, S. (2014) Using Comics to Teach Users About Mobile Online Privacy. Technical Report TR-14-02, School of Computer Science, Carleton University.

PRESENTATIONS & TALKS

CONFERENCE PRESENTATIONS

1. Zhang-Kennedy, L., Mekhail C., Abdelaziz, Y., and Chiasson, S. (2016) From Nosy Little Brothers to Stranger-Danger: Children and Parents' Perception of Mobile Threats. *Interaction Design and Children (IDC)*, Manchester, UK.
2. Zhang-Kennedy, L., Fares, E., Biddle, R., and Chiasson, S. (2016) The Effects of Interactivity on Information Visualization about Internet Phishing Trends. *APWG eCrime*. Toronto, ON.
3. Zhang-Kennedy, L., Chiasson, S., and P. C. van Oorschot. (2016) Revisiting Password Rules: Facilitating Human Management of Passwords. *APWG eCrime*. Toronto, ON.
4. Zhang-Kennedy, L., Chiasson, S., and Biddle, R. (2014) Stop Clicking on "Update Later": Persuading Users They Need Up-To-Date Antivirus Protection. *International Persuasive Technology Conference*, Padua, Italy
5. Zhang-Kennedy, L., Chiasson, S., and Biddle, R. (2013) Password Advice Shouldn't Be Boring: Visualizing Password Guessing Attacks. *APGW eCrime*, San Francisco, US.

SEMINAR PRESENTATIONS

6. Zhang-Kennedy, L. (2014) Infographics and Entertaining Interactive Comics for Improving Computer Security Behaviour and Mental Models. OCICS Ottawa-Carleton Institute for Computer Science Seminar Series, Carleton University, Ottawa.
7. Zhang-Kennedy, L. (2012) Visualizing Password Guessing Attacks. Carleton Computer Security Lab (CCSL), Seminar, Carleton University, Ottawa.

SERVICE

PROFESSIONAL

- Reviewer for *Interaction Design and Children (IDC)* 2019
- Reviewer for *International Journal of Human-Computer Studies* 2018
- Reviewer for *Conference on Human Factors in Computing Systems (CHI)* 2018
- Reviewer for *Interactive Surfaces and Spaces (ISS)* 2018
- Reviewer for *Interaction Design and Children (IDC)* 2017
- Sub-reviewer for *Conference on Human Factors in Computing Systems (CHI)* 2014 - 2016
- External reviews for GRAND NCE, RNotes 2013

DEPARTMENTAL

- Student internship work report coordinator, Global Business and Digital Arts 2017-2018

COMMUNITY

- Co-organizer of UX Book Club Meetup, Kitchener-Waterloo 2018-present

- Panelist at The Museum (INTERACTION Dialogue: Learning Through Play), Kitchener. 2018
- Mentor at Starter Hacks, University of Waterloo 2018

**OTHER
ACTIVITIES**

ENTREPRENEURSHIP

- Shop owner and book artist of Art on Water, an Etsy online shop specializing in handmade marbled papers.

VOLUNTEERING

- Student volunteer for SERENE-RISC Workshop, Ottawa, 2014
- Student volunteer for Shad Valley summer enrichment program, Carleton University, Ottawa, 2012-2013
- Student volunteer for Digital Media Showcase day, Carleton University, 2012

ARTIST SHOWS

- Exhibitor at Heart, Home & Handmade show, 2014
- Exhibitor at Glebe Craft Fair, 2012-2013
- Exhibitor at Carleton University Art Gallery, 2013
- Exhibitor at Ottawa Book Arts Show, 2012
- Exhibitor at Lovely Ladies: Ottawa Women's Small Business Fair & Fundraiser, 2012

LANGUAGES

English (Native Speaker)
Mandarin Chinese (Fluent)

**SAMPLE
DESIGN/RESEARCH
PROJECTS**

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- Cyberheroes: The Design and Evaluation of an Interactive Ebook to Educate Children about Online Privacy. View at: <http://www.leahzhangkenedy.com/cyberheroes>
 - Secure Comics: A Comics Approach for Improving Cyber Security and Privacy. View at: <http://www.leahzhangkenedy.com/securecomics>