

# Huatong Sun

Box 358436  
University of Washington Tacoma  
Tacoma, WA 98402  
253-692-4376 (work)  
[htsun@uw.edu](mailto:htsun@uw.edu)  
<http://faculty.washington.edu/htsun/>

## POSITIONS

---

**Associate Professor of Digital Media Studies**, 2016-present  
**Assistant Professor of Digital Media Studies**, 2011- 2016  
School of Interdisciplinary Arts & Sciences (IAS). University of Washington Tacoma.  
**Global Innovation & Design Lab. University of Washington Tacoma. 2018-present**

**Affiliate Full Professor of HCI & Social Computing**, September 2016-present  
School of Computer Science. Fudan University, China.

**Assistant Professor of Technical Communication & Professional Writing**  
English Department. Miami University. August 2008-August 2011  
Interactive Media Studies Affiliate, September 2008-August 2011  
**Co-Director**, Center for Research in User Experience (CRUX)  
Miami University, October 2009-August 2011

**Assistant Professor of Digital Rhetoric & Professional Writing**  
Writing Department. Grand Valley State University. August 2004-May 2008  
East Asian Studies Affiliate. September 2004-May 2008

## EDUCATION

---

**Ph.D. in Communication and Rhetoric / Human-Computer Interaction** —Rensselaer  
Polytechnic Institute, August 2004  
**Certificate in Human-Computer Interaction**, May 2003  
**Certificate in Graphics**, Dec. 2002  
Dissertation: *Expanding the Scope of Localization: A Cultural Usability Perspective on  
Mobile Text Messaging Use in American and Chinese Contexts*

**M.S. in Rhetoric and Technical Communication** —Michigan Technological University, May  
2000

**M.A. Candidate of Western Aesthetics** —Fudan University, Shanghai, PRC, Sept. 1997-June  
1998

**B.A. in Chinese Literature** —Fudan University, Shanghai, PRC, June 1997

## HONORS & AWARDS

---

- 2017 Theodore von Kármán Fellowship, RWTH Aachen University, Germany

- 2013 Best Book in Technical or Scientific Communication Award by NCTE (National Council of Teachers of English)
- Nell Ann Picket Award for the Best Article of *Technical Communication Quarterly*, 2006
- Department Nominee for the Pew Teaching with Technology Award of Grand Valley State University, 2006
- Conference on College Composition and Communication (CCCC) Outstanding Dissertation Award in Technical Communication, 2005
- The 8th Annual Localisation Research Centre Best Thesis Award, University of Limerick, Ireland, 2004
- Wagner Memorial Dissertation Fellowship, 2003-2004
- Society for Technical Communication (STC) Graduate Student Scholarship, 2003-2004
- Doctoral Symposium, the 2003 ACM Conference on Universal Usability
- Doctoral Consortium, CHI 2003 Conference on Human Factors in Computing Systems
- Member of Sigma Tau Chi, 2002
- GuangHua Scholarship, 1997
- First Prize, “YongLeBei” Film Review Competition of Shanghai, 1995

## PUBLICATIONS

---

### Books

Sun, H. (2020). *Global social media design: Bridging differences across cultures*. New York: Oxford University Press.

#### Reviews:

Wynn, E. & Vallo Hult, H. H. (2019). *Qualitative & Critical Research in Information Systems and Human-Computer Interaction: Divergent and Convergent Paths*. Foundations and Trends in Information Systems, v.3#4. Boston, MA: Now Publishers.

Sun, H. (2012). *Cross-cultural technology design: Creating culture-sensitive technology for local users*. New York: Oxford University Press. 352 pages.

\*2013 NCTE Best Book in Technical or Scientific Communication Award

#### Reviews:

Labriola, J. (2014). *Communication Design Quarterly*, 2(3), 40-42.

Gomes, M. (2014). *Journal of Business and Technical Communication*, 28(3), 401-404.

Hyde, C. (2013). *International Journal of Sociotechnology and Knowledge Development*, 5(3), 74-76.

Quesenbery, W. (2013). *User Experience Magazine*, 13(3), 30.

Rowan, R. (2013). *Technical Communication Quarterly*, 22(2), 191-194.

Brown-Hoekstra, K. (2012). *Technical Communication*, 59(4), 351.

#### Media coverage:

Cardini, P. (July 10, 2015). How local influences drive design in the digital age. Fast Company | Co.Design.

Sun, P., Sun, H., & Yang, H. (2012). *Xian dai jing ji xie zuo (Contemporary Business Writing)*. 4e. Zhejiang University Press, PRC.

Sun, H., Xie, Y., & Sun, P.(Eds.), (2008). *Da xue yu wen (College Chinese)*. Zhejiang University Press, PRC.

### Edited Journals

Sun, H. & Getto, G. Eds. (2017). *Technical Communication* 64(2): Special Issue on “Globalizing User Experience: Strategies, practices, and techniques for culturally sensitive design.”

Getto, G. & Sun, H. Eds. (2017). Special Issue of *Journal of Rhetoric, Professional Communication & Globalization* 8(1): “Designing for Everyday Life in a Global Context.”

### Refereed Journal Articles

- Loya, M., Jones, S., Sun, H., & Furman, R. (2017). Silent Struggles - The plight of undocumented students in social work education. *Journal of Global Social Welfare* 4(4), pp. 199-207.
- Sun, H. (2015). Operationalizing culture with design cards: Translating critical knowledge into provocative insights. *Journal of Rhetoric, Professional Communication, and Globalization*, 7(1), pp. 61-78.
- Sun, H. & Hart-Davidson, W. (2014). Binding the material and the discursive with a relational approach of affordances. ACM SIGCHI (Computer-Human Interaction) 2014 Annual Conference. 3533-3542. [Journal equivalence]
- Sun, H. (2013). Sina Weibo of China: From a copycat to a local uptake of a global technology assemblage. *International Journal of Sociotechnology and Knowledge Development*, 5(4), 27-37.
- Sun, H. (2009). Towards a rhetoric of locale: Localizing mobile messaging technology into everyday life. *Journal of Technical Writing and Communication*, 39(2), 245-261.
- Sun, H. (2006). The triumph of users: Achieving cultural usability goals with user localization. *Technical Communication Quarterly*, 15(4), 457-481.  
\*2006 Nell Ann Picket Award for the Best Article of *Technical Communication Quarterly*
- Sun, H. (1998). Regarded as simulacrum: The aesthetic role of women in contemporary culture. *Journal of Zhejiang University (Social Science Edition)*, PRC, 12(1), 68-72.
- Sun, H. (Fall 1995). Unable to part from *the Song of Youth*: An analysis of short fictions on the growing pains of being women. *Youth Journal*, PRC, 32-34.

### Refereed Proceedings Articles

- Sun, H. (2019). From User Experience to Engagement: New Direction in Professional Communication and HCI. Proceedings of IEEE ProComm 2019. NJ: IEEE, 2 pages.
- Sun, H. (2019). Workshop: Engaging Cultural Differences for Global Design. Proceedings of IEEE ProComm 2019. NJ: IEEE, 2 pages.
- Goethe, Niksirat, Hirskyj-Douglas, Sun, Law, & Ren. (2019). From UX to Engagement: Connecting Theory and Practice, Addressing Ethics and Diversity. HCI International 2019 Proceedings, Universal Access in Human-Computer Interaction. Berlin: Springer-Verlag, 10 pages.
- Sun, H. (2016). *Fans as creative mass for user localization and open innovation*. Proceedings of IEEE ProComm 2016. NJ: IEEE, 2 pages.
- Sun, H. (2013). Tracing technology diffusion of social media with culturally localized user experience approach. Design, User Experience and Usability/HCI International 2013 Conference Proceedings, LNCS 8013, Springer-Verlag, 115–120.
- Sun, H. (2012). The case of Facebook Japan: Cross-cultural design in postcolonial conditions. Proceedings of the 30th ACM international conference on Design of communication. New York: ACM: 367-368.
- Sun, H. (2011). Designing for social commerce experience as cultural consumption. HCI International 2011 Proceedings, LNCS 6775, Internationalization, Design and Global Development. Berlin: Springer-Verlag, 402-406.
- Sun, H. (2009). Designing for a dialogic view of interpretations in cross-cultural IT design. HCI International 2009 Proceedings, LNCS 5623. Berlin: Springer-Verlag, 108-116.
- Sun, H. (2007). An activity approach to cross-cultural design. HCI International 2007 Proceedings, Volume 10, LNCS 4559: HCI and Culture. Berlin: Springer-Verlag, 196-205.

- Sun, H. (2003). Bring socio-cultural contexts into activities: A localization study of mobile text messaging use. *ACM SIGCAPH Newsletter*, 75, 19-20.
- Sun, H. (2003). Exploring cultural usability: A localization case study of mobile text messaging use. *CHI 2003 Extended Abstracts*. NY: ACM, 670-671.
- Sun, H. (2002). Exploring cultural usability. *Proceedings of IEEE International Professional Communication Conference (IPCC) 2002*, Portland, OR, 319-330.
- Sun, H. (2002). Why cultural contexts are missing: A rhetorical critique of localization practices. *Proceedings of STC 49th Annual Conference*, Nashville, TN, 8 pages.
- Sun, H. (2001). Building a culturally-competent corporate Web site: An exploratory study of cultural markers in multilingual Web design. *Proceedings of ACM Special Interest Group for Design of Communications (SIGDOC) 2001*, Santa Fe, NM, 95-102.

### **Non-Refereed Articles**

- Niksirat, Sarcar, Sun, Law, Clemmensen, Bardzell, Oulasvirta, Silpasuwanchai, Light, & Ren. (Apr. 2018). Approaching Engagement towards Human-Engaged Computing (SIG), *ACM SIGCHI 2018 Extended Abstract*, 4 pages. New York, NY: ACM.
- Getto, G. & Sun, H. (2017). Guest Editorial of “Designing for Everyday Life in a Global Context.” *Journal of Rhetoric, Professional Communication, and Globalization* 10(1), pp. 1-4.
- Sun, H. (2017). Growth Development: A Chinese Chasing Game to More Users. *User Experience Magazine of UXPA*. 17(3). <http://uxpamagazine.org/growth-development/>
- Sun, H. & Getto, G. (2017). Guest Editorial of “Localizing User Experience: Strategies, Practices, and Techniques for Culturally Sensitive Design.” *Technical Communication* 64(2). pp. 89-94.
- Sun, H. (2016). Innovating with Fans: Social Games and Technology Design. *User Experience Magazine of UXPA*. 16(4). <http://uxpamagazine.org/innovating-with-fans/>
- Sun, H. (2015). Text messaging. In A. Esarey, & R. Kluver (Eds.), *The Internet in China: Cultural, political, and social dimensions* (pp. 155-160). Great Barrington, MA: Berkshire.
- Sun, H. (2009). Book Review of *Digital Korea*. *Journal of Business and Technical Communication*. 23(3), 372-375.
- Sun, H. (Dec. 2004, invited submission). Understanding the localisation process of mobile text messaging on a cultural circuit. *Localisation Focus*, 3 (4), 9.  
\*Reprinted in *Localisation Reader 2005-2006* (2006), 165. Localisation Research Centre and Multilingual Computing.

### **Selected Feature Articles**

- Sun, H. (Jan. 1999). First experiences as a technical communicator in America. *TechniScribe*, 8-9.
- Sun, H. (Mar. 1998). Profile for an academician. *East Sea Literature Journal*, PRC, 86-88.
- Sun, H. (Oct. 1997). Technical communication in China: Past and future. *TechniScribe*, 4-5.
- Sun, H. & Sun, P. (Feb. 1997). Striving for excellence. *Science Bimonthly*, PRC, 45-46.

### **Selected Essays**

- Sun, H. (Apr. 7, 2003) On the road to spring. *Shenzhen Weekly*, PRC, No.317, 15.
- Sun, H. (June 22, 1997). Expecting summer. *Xinmin Evening Paper*, PRC, Page 14.
- Sun, H. (Nov. 29, 1995). Film review: Revisiting *Little Flower*. *Zhejiang Education Weekly*, PRC, Page 4.

### **Interviews**

- Sun, H. (2017). Interview with Huatong Sun. *connexions • international professional communication journal*, 5(1), 2017. 13 pages.
- Stahl, H. (2016). Self-reflection in learning and teaching—Huatong Sun. *Center for Teaching and Learning of UW 2015/2016 Annual Report*, p. 7.

## PRESENTATIONS

---

### Conference Presentations

- Sun, H. (Mar. 2020). *Critical Reflexivity on Commonplaces: Engaging Cultural Differences & Reshaping Crossroads into a Design Square*. Conference on College Composition and Communication 2020, Milwaukee, WI.
- Sun, H. (July 2019). *From User Experience to Engagement: New Direction in Professional Communication and HCI*. IEEE ProComm 2019, Aachen, Germany.
- Sun, H. (trip cancelled). *Reshaping Crossroads into a Design Square: Cultivating Design Advocacy and Empowerment to Engage Cultural Differences*. HASTAC (the Humanities, Arts, Science, and Technology Alliance and Collaboratory) 2019, Vancouver, Canada.
- Sun, H. (Nov. 2018). *Global Design and Innovation Driven by Softer Values*. Design Thinking Research Symposium 12 (DTRS12), Ulsan, South Korea.
- Sun, H. (Mar. 2018). *Cross-Cultural, Multilingual and Localized Design* (Panel), SXSW 2018, Interactive Track, Austin, TX.
- Sun, H. (Mar. 2017). *Articulating discursive affordances as value propositions for global innovation*. 2017 Association of Teachers of Technical Writing (ATTW) Conference. Portland, OR.
- Sun, H. (Oct. 2016). *Teaching critical design and CSS coding with a website localization project*. Association of Business Communication (ABC) 81<sup>th</sup> Annual International Conference. Albuquerque, NM.
- Sun, H. (Oct. 2016). *Creating a culturally sensitive user experience for global users*. Technical Communication Conference for Practitioners and Academics. Tacoma, WA.
- Sun, H. (Oct. 2016). *Fans as creative mass for user localization and open innovation*. IEEE ProComm 2016, Austin, TX.
- Sun, H. (July, 2016). *Negotiating design thinking and program innovation through TC localization*. 1<sup>st</sup> Teaching Symposium of Technical Communication in China. Nanjing, China.
- Sun, H. (Apr. 2016). *From activity to practice, from sensitizing concepts to sensitizing relations: A practice-theoretic design approach for advocacy and empowerment*. 2016 ATTW Conference. Houston, TX.
- Sun, H. (Oct. 2015). *Who is your client? The dynamics of incorporating client-based projects into professional and business writing courses (group panel)*. Association of Business Communication (ABC) 80<sup>th</sup> Annual International Conference. Seattle, WA.
- Sun, H. & Tenberg, J. (June 2015). *From descriptive to generative, from critical to creative: Introducing theory-informed design methodology to beginner designers*. 2015 HCIC (Human Computer Interaction Consortium) Workshop. Watsonville, CA.
- Sun, H. (Apr. 2015). *Articulating discursive affordances through global competition*. WUN Understanding Global Digital Cultures Conference 2015, Hong Kong.
- Sun, H. (May 2014). *Local uptakes of a global assemblage of genre: Affordances and the global competition of mobile SNS apps*. ICA (International Communication Association) Mobile Preconference, Seattle, WA.
- Sun, H. & Hart-Davidson, W. (May 2014). *Binding the material and the discursive with a relational approach of affordances*. ACM SIGCHI 2014 Annual Conference, Toronto, Canada.
- Sun, H. (Nov. 2013). *Simplicity or complexity? East Asian design insights for the next wave of mobile SNS apps*. Puget Sound World Usability Day Conference 2013, Seattle, WA.
- Sun, H. (Oct. 2013). *Critical design sensibility in postcolonial conditions*. Internet Research 14.0, Denver, CO.
- Sun, H. (Jul. 2013). *Tracing technology diffusion of social media with culturally localized user experience approach*. HCI International 2013, Las Vegas, NV.
- Sun, H. (Mar. 2013). *Struggle & Coercion: Reshaping Local Political Discourses with Social Media*. Conference on College Composition and Communication 2013, Las Vegas, NV.

- Sun, H. (Sept. 2012). *Negotiating culturally sensitive service-learning design in a milieu of diverse cultures*. Annual Conference of the Council for Programs in Technical and Scientific Communication (CPTSC) 2012, Houghton, MI.
- Sun, H. (June 2012). *Local uptakes of a global assemblage of genre: Investigating emerging technology in a glocalization age*. Genre 2012 Conference, Ottawa, Canada.
- Sun, H. (Mar. 2012). *Tracing the local development of social networking services with a culturally sensitive design approach in a glocalization age*. 2012 Association of Teachers of Technical Writing (ATTW) Conference, St. Louis, MO.
- Sun, H. (Jul. 2011). *Designing for social commerce experience as cultural consumption*. HCI International 2011, Orlando, FL.
- Sun, H. (Apr. 2011). *Articulating local voices: A dialogic pedagogy of production for creating culturally sensitive design*. 2011 ATTW Conference, Atlanta, GA.
- Sun, H. (Apr. 2011). *Local uptakes of global discourse: Nurturing glocal literacies*. Conference on College Composition and Communication 2011, Atlanta, GA.
- Sun, H. (Feb. 2010). *Connecting with distant cultures: A dialogic pedagogy of information design*. Alumni Teaching Scholars Teaching and Learning Symposium, Miami University, Oxford, OH.
- Sun, H. (Nov. 2009). *Dui ben di de xin mei ti xie zuo de quan qiu xing si kao (Thinking globally of local new media writing practices)*. 2009 Annual Convention of China New Media Communication Association (CNMCA), Beijing, PRC.
- Sun, H. (Jul. 2009). *Designing for a dialogic view of interpretations in cross-cultural IT design*. HCI International 2009, San Diego, CA.
- Sun, H. (Oct. 2007). *Promoting professional writing in a blended writing department with internship program*. The 34th Annual Meeting of the Council for Programs in Technical and Scientific Communication, Greenville, NC.
- Sun, H. (Jul. 2007). *An activity approach to cross-cultural design*. HCI International 2007, Beijing, PRC.
- Sun, H. (May 2007). *Linking design to rhetoric: Developing a pedagogy of production for writing new media*. Computers and Writing 2007, Detroit, MI.
- Sun, H. (Mar. 2006). *Consuming technologies in everyday life: Understanding user experience as cultural consumption*. 2006 ATTW Conference, Chicago, IL.
- Sun, H. (Mar. 2006). *Cultures of adult learners: Contributions to the academy*. Panel chair at the 2006 CCCC, Chicago, IL.
- Sun, H. (Oct. 2005). *The emerging genre of mobile text messages: A comparative genre analysis between two cultural contexts*. Internet Researchers 6.0: Internet Generations, Chicago, IL.
- Sun, H. (June 2005). *Localizing mobile messaging technologies into everyday life: A comparative study between American & Chinese contexts*. Hong Kong Mobility Roundtable 2005, Hong Kong.
- Sun, H. (May 2004). *New chocolate, new technology: Mobile text messaging and young women*. International Communication Association 2004 Convention, New Orleans, LA.
- Sun, H. (Dec. 2003). *Cultural usability: Investigating social-cultural contexts of writing practices*. ATTW Panel for 2003 MLA Convention, San Diego, CA.
- Sun, H. (Nov. 2003). *Exploring cultural usability: A localization case study of mobile text messaging use*. Doctoral Symposium of the ACM Conference on Universal Usability 2003, Vancouver BC, Canada.
- Sun, H. (Nov. 2003). *Investigating ruling passions behind mobile texts*. Graduate Student Conference on Digital Literacy and New Media of Wayne State University, Detroit, MI.
- Sun, H. (Apr. 2003). *Mobile phones as emotional devices: Balancing work and personal life with mobile messaging*. HumaniTech Graduate Conference of University at Albany, Albany, NY.

- Sun, H. (Apr. 2003). *Exploring cultural usability: A localization case study of mobile text messaging use*. Doctoral Consortium of the CHI 2003 Conference on Human Factors in Computing Systems, Fort Lauderdale, FL.
- Sun, H. (Mar. 2003). *Exploring cultural usability: A localization case study of mobile text messaging use*. Research Network of 2003 ATTW Conference, New York, NY.
- Sun, H. (Sept. 2002). *Exploring cultural usability*. IEEE IPCC 2002, Portland, OR.
- Sun, H. (May 2002). *Why cultural contexts are missing: A rhetorical critique of localization practices*. STC 49th Annual Conference, Nashville, TN.
- Sun, H. (Oct. 2001). *Building a culturally-competent corporate Web site: An exploratory study of cultural markers in multilingual Web design*. ACM SIGDOC 2001, Santa Fe, NM.

### Poster Presentations

- Sun, H. (Oct. 2012). *The case of Facebook Japan: Cross-cultural design in postcolonial conditions*. ACM SIGDOC 2012, Seattle, WA.
- Sun, H. (Apr. 2010). *Connecting with distant cultures: A dialogic pedagogy of information design*. Teaching and Learning Expo, Miami University, Oxford, OH.
- Sun, H. (Nov. 2003). *Exploring cultural usability: A localization case study of mobile text messaging use*. ACM Conference on Universal Usability 2003, Vancouver BC, Canada.
- Sun, H. (Apr. 2003). *Exploring cultural usability: A localization case study of mobile text messaging use*. CHI 2003 Conference on Human Factors in Computing Systems, Fort Lauderdale, FL.

### Workshop Participation

- Sun, H., Rose, E., & Tenenberg, J. (Apr. 2019). Curriculum Planning Retreat, Washington Center at the Evergreen State College. North Bend, WA.
- Sun, H. (Feb. 2017). *CSCW in China and Beyond*. ACM Conference on Computer Supported Cooperative Work (CSCW) 2016 Workshop, Portland, OR.
- Sun, H. (Feb. 2016). *Large-scale collaborative projects to affect societal change*. ACM Conference on Computer Supported Cooperative Work (CSCW) 2016 Workshop, San Francisco, CA.
- Sun, H. (Apr. 2015). *How WEIRD is HCI? Extending HCI principles to other countries and cultures*. ACM SIGCHI 2015 Workshop, Seoul, Korea.
- Sun, H. (Nov. 2004). *Designing technologies to support complexities of subjective experiences*. Paper presented at the workshop of the 2004 ACM CSCW: Representations of Digital Identity, Chicago, IL.

### Invited Speeches

- Sun, H. (Nov. 2018). Engaging cultural differences for global design. Fudan University, China.
- Sun, H. (Mar. 2018). Celebrating 45 Years of ATTW: What Have We Learned, and How Might We Learn Further (Plenary Session), 2018 ATTW Conference, Kansas City, KS.
- Sun, H. (Mar. 2018). Designing Culturally Sustaining Value Propositions for Global Innovations, Cross-Cultural Management Summit 2018, Orlando, FL.
- Sun, H. (Nov. 2017). Upholding global cultural diversity with a practice-oriented critical design approach. International Workshop on Human-Engaged Computing, Kochi University of Technology, Japan.
- Sun, H. (July 2017). Cross-Cultural Technology Design in a Globalized World. Theodore von Kármán Fellow Lecture at RWTH Aachen University, Germany.
- Sun, H. (June 2017). Mobile Apps for Social Network Services: Articulating discursive affordances as value propositions for global innovation. School of Business and Social Sciences of Aarhus University, Denmark.
- Sun, H. (June 2017). Fan-driven Innovation in China and South Korea. Theodore von Kármán Fellow Lecture at RWTH Aachen University, Germany.

- Sun, H. (Aug. 2016). *Cross-cultural social media design: A practice-oriented critical design approach to cultural difference*. Fudan University, China.
- Sun, H. (July, 2016). *Negotiating design thinking and program innovation through TC localization*. 1<sup>st</sup> Teaching Symposium of Technical Communication in China. Nanjing, China.
- Sun, H. (Apr. 2015). *Integrating action and meaning in cross-cultural social media design*. CheLeTong (mobile app platform for car drivers) Co., Hangzhou.
- Sun, H. (Apr. 2015). *Integrating action and meaning in cross-cultural social media design*. Kochi University of Technology, Japan.
- Sun, H. (Feb. 2014). *Integrating action and meaning in cross-cultural social media design*. Puget Sound SIGCHI, Seattle, WA.
- Sun, H. (Mar. 2013). *Integrating action and meaning through a Culturally Localized UX*. ConveyUX, Seattle, WA.
- Sun, H. (Apr. 2006). *Think globally of local writing practices*. 2006 Writing:: Digital Knowledge Conference, WIDE Research Center of Michigan State University.

### **Workshops, Seminars & SIGs**

- Sun, H. (Mar. 2020). Half-Day Workshop: *Engaging Cultural Differences for Global Design*. Conference on College Composition and Communication 2020, Milwaukee, WI.
- Sun, H. (July 2019). Workshop: *Engaging Cultural Differences for Global Design*. IEEE ProComm 2019, Aachen, Germany.
- Niksirat, Sarcar, **Sun**, Law, Clemmensen, Bardzell, Oulasvirta, Silpasuwanchai, Light, & Ren. (Apr. 2018). *Approaching Engagement towards Human-Engaged Computing (SIG)*, ACM SIGCHI 2018 Conference, Montreal, Canada.
- Sun, H. (June 2017). *Efficient, effective, engaging, & empowering: Culturally sensitive design for global users*. Preconference course, UXPA International Conference 2017, Toronto, Canada. (Cancelled due to international paperwork delay)
- Sun, H. (Aug. 2016). *Creating culturally sensitive user experience for global users*. Fudan University, China.
- Sun, H. (Apr. 2015). *Analyzing digital design in a cross-cultural framework*. Kochi University of Technology, Japan.
- Sun, H. (Mar. 2015). *Analyzing digital writing in a cross cultural framework*. ATTW Research Methods Workshop, Tampa, FL.

### **Guest Lecturer**

- Designing for Culturally Localized User Experience (CLUE)*. Technology and Culture (graduate course), Miami University, Oct. 2009.
- Comparing communication practices between U.S. and China*. Chinese Business Seminar I, Miami University, Mar. 2009.
- Cultural dimension of interface design*. Hypermedia Design and Development (graduate course) and Intro to Hypermedia Computing, Rensselaer Polytechnic Institute, Mar. 2003.

### **University Colloquia**

- Center for Data Science (CWDS) Seminar Series: *Fandom, consumption, and innovation: Case studies of social media towards an alternative design/innovation paradigm*. Oct. 2015.
- IAS Brownbag Series: *Integrating action and meaning in cross-cultural social media design*. May 2014.
- UWT Teaching Forum: *Service-learning at an urban university*. Feb. 2014.



## **GRANTS**

---

- SIAS Research Improvement Fund, University of Washington Tacoma, 2019; 2018, \$1,962; 2016, \$1,250; 2014, \$3,000; 2013, \$1,345.
- Bamford Fellowship in Global Engagement, Institute of Global Engagement, University of Washington Tacoma, 2015, \$1,000 (faculty supervisor stipend).
- Royalty Research Fund, University of Washington, PI. June 2014. \$15,243.
- Culture, Art & Communication (CAC) Division's Intellectual Enhancement Fund, PI. 2014, \$1,025.
- Chancellor's Fund –Summer Research Camp Fellow, University of Washington Tacoma, 2013, \$7,223.
- Community Engagement Grant, Center for Leadership & Social Responsibility, Milgard School of Business, University of Washington Tacoma, 2012, \$2,000.
- Philip and Elaina Hampton Fund for Faculty International Initiatives, Miami University, 2009, \$3,000.
- Development Grant for Internship Program, Career Services, Grand Valley State University, 2008, \$1,800.
- Intercultural Studies Faculty Development Grant, Padnos International Center, Grand Valley State University, 2007, \$850; 2005, \$500; 2005, \$290.
- Summer Research Stipend, Faculty Research & Development Center, Grand Valley State University, 2005, \$5,000.
- Research Grant-in-Aid, Faculty Research & Development Center, Grand Valley State University, 2005, \$2,725.
- Pew Scholar Teacher Award Grant, CO-PI, Faculty Teaching & Learning Center, Grand Valley State University, 2005, \$5,646.

## **TEACHING**

---

### **University of Washington Tacoma**

TCOM 220 Social Media (online version & f2f version)  
TCOM 320 Principles of Web Design  
TCOM 330 Mobile Communication & Social Practice  
TCOM 350 Editing and Design for Print Media  
TCOM 420 Advanced Web Design  
TWRT 440 Cross-Cultural Communication Design  
TCOM 490A Internship  
TIAS 496A Internship

### **Miami University**

ENG 315 Business Writing  
ENG 411 Visual Rhetoric for Scientific & Technical Communicators  
ENG 697 Information Design

### **Grand Valley State University**

WRT 150 Strategies in Writing  
WRT 200 Intro to Professional Writing

WRT 251 Document Design and Production  
WRT 305 Writing in the Disciplines (online)  
WRT 350 Business Communication  
WRT 351 Writing for the WWW  
WRT 380 Special Topics: Multimedia Writing  
WRT 380 Special Topics: User-Centered Content Development  
WRT 490 Writing Internship

### **Rensselaer Polytechnic Institute**

WRIT 1110 Writing for Classroom and Careers—ESL  
COMM 1969 Communication and Information Technology (TA)  
WRIT 4961 Advanced Content Development for WWW (TA)

### **Michigan Technological University**

HU 333 Introduction to Technical Communication  
HU 101t A Course in Reading and Writing  
HU 102 Writing from Sources  
HU 101 Introduction to College Composition and Communication  
Computer Graphics in Advertising, Summer Youth Program  
Computer Programming in HTML, Summer Youth Program

## **PROFESSIONAL EXPERIENCE**

---

- **Senior Research Fellow**, Armstrong Institute for Interactive Media Studies of Miami University, 2011-2013
- **Visiting Researcher**, Telecommunication Research Center of Zhejiang University, Hangzhou, China, May 2003 – 2008
- **Research Assistant**, NSF Project of Connected Kids Information System for Troy, NY, May 2003 – May 2004
- **Web Developer Intern**, *Object Technology International Inc./IBM*, Phoenix, AZ, May-Aug. 2001
- **Online Editor Intern**, NASA Electronics Tech Briefs Web Magazine, NY, Nov. 1998-Feb.1999
- **Video Lab Manager**, Humanities Dept. of Michigan Technological University, Fall 1998-Spring 1999
- **Director Assistant**, Undergraduate Scientific & Technical Communication Program, Michigan Technological University, Spring 1999
- **Journalist Intern**, *Qianjiang Evening News*, PRC, May-July 1996
- **Chief Editor**, *Fudan Youth*, PRC, Sept. 1994- May 1995
- **Contract Technical Writer**, No.2 Food Products Company of Hangzhou, PRC, Winter 1993
- **Contract Technical Writer**, Audit Bureau of the Aviation Company of China, July-Aug.1992

## **SERVICE**

---

### **Service to Profession**

Board Member, International Chinese Association of Computer-Human Interaction (ICACHI), 2018-2020

Member-at-large, ATTW Executive Committee, 2015-2018  
 Editorial Board Member, *Communication Design Quarterly*, 2018-present  
 Editorial Board Member, *Connexions • International Professional Communication Journal*, 2016-present  
 Editorial Board Member, *Journal of Rhetoric, Professional Communication, and Globalization*, 2009-present  
 Conference Co-Chair, 2017 ATTW Conference  
 Judge, ATTW Graduate Research Award, 2014, 2015  
 Advisory board of the Technical Communication track of Tongji Univeristy, Shanghai  
 Program Board of HCI International 2014, 2015, 2019, 2020: International Conference on Cross-Cultural Design  
 Program Committee of Chinese CHI 2015  
 Experience Reports Chair, ACM SIGDOC Annual International Conference, 2012  
 Program Committee, ACM SIGDOC Annual International Conference, 2007, 2008, 2009, 2012  
 Manuscript Reviewer: *Rhetoric Society Quarterly*, *Interacting with Computers*, *New Media & Society*, *Technical Communication Quarterly*, *International Journal of Intercultural Information Management*, *Journal of Rhetoric, Professional Communication, and Globalization*, *Technical Communication*, *Journal of Family Communication*  
 Proposal Reviewer, Special Issue of *Technical Communication Quarterly*, 2006, 2013  
 Manuscript Reviewer, University of Chicago Press, 2013  
 Manuscript Reviewer, ACM SIGCHI Annual International Conference, 2013, 2014, 2016, 2017; ACM SIGDOC Annual International Conference, 2007, 2008, 2009, 2012; 2003 Annual International Workshop on Internationalisation of Products and Systems (IWIPS)  
 Proposal Reviewer, 6th International Conference on Cross-Cultural Design, 2013, 2014; Conference of Internet Research 14.0, 2013; Annual Conference on College Composition and Communication 2011; ATTW Annual Conference 2009, 2014, 2016; STC's 51st Annual Conference, 2003; *ACM CHI 2003 Conference*, 2003  
 Textbook Manuscript Reviewer, Bedford /St Martin's, 2010, 2012  
 Textbook Proposal Reviewer, Longman, Bedford /St Martin's, Pearson Education/Prentice Hall, ATTW Committee on International Issues, 2009-present  
 Research Committee, ATTW, Apr.2006-2008  
 Judge, Best Article in *Technical Communication Quarterly* for 2007  
 Board Member, the West Michigan Shore Chapter of STC, May 2006-May 2008  
 Vice President of Administration, RPI / Jay R. Gould Student Chapter of STC, Jan. 2003-Apr. 2004  
 Judge, Publications Competition of the STC Mohawk Chapter, NY, 2001  
 Coordinator, the 2nd Chinese Technical Communication Conference, Hangzhou, PRC, 1997

### **Service to School**

Research Advisory Committee, Executive Council of Faculty Assembly, University of Washington Tacoma, 2019-present  
 Executive Committee of Global Innovation and Design Lab, University of Washington Tacoma, 2018-present  
 Global Honors Faculty Council, University of Washington Tacoma, 2013-present  
 Organizing Committee of 2019 Global Engagement Conference, University of Washington Tacoma, 2018-2019  
 Lecturer Promotion Committee, SIAS, University of Washington Tacoma, 2019  
 Executive Council of Faculty Assembly, University of Washington Tacoma, 2013-2016  
 Diversity & Equity Fellow, Executive Council of Faculty Assembly, University of Washington Tacoma, 2014-2016

Distinguished Research Award Committee of University of Washington Tacoma, 2015  
Graduate Committee, English Department, Miami University, 2010-2011  
Graduate Student Awards Committee, English Department, Miami University, 2010-2011  
Rhetoric & Writing Committee, English Department, Miami University, 2010-2011  
Technical Communication Committee, English Department, Miami University, 2010-2011  
Master's Program of Technical & Scientific Communication (MTSC) Executive Committee,  
English Department, Miami University, 2008-2009  
Faculty Grievance Committee, Grand Valley State University, 2007-2008  
Faculty Advisor, Professional Writing Student Group of *Vinette*, Sept. 2006-May 2008  
Webmaster, East Asian Studies Program of Grand Valley State University, Jan. 2005-May 2008  
Doctorate Student Peer advisor, Department of Language, Literature, and Communication, RPI,  
2003

## **PROFESSIONAL ASSOCIATIONS**

---

Association of Teachers of Technical Writing  
ACM SIGCHI (Computer-Human Interaction)  
IEEE Professional Communication Society  
Chinese Communication Association  
International Chinese Association of Computer Human Interaction (ICACHI)