

Huatong Sun

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University of Washington Tacoma
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ACADEMIC EMPLOYMENT

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 (Human-Computer Interaction) & Social Computing,
School of Computer Science, Fudan University, China, September 2016-August 2019

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
Internship Coordinator
Writing Dept. of Grand Valley State University, Spring 2006-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

1. Sun, H. (2020). *Global social media design: Bridging differences across cultures*. New York: Oxford University Press. 288 pages.
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.
2. 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.
3. Sun, P., **Sun, H.**, & Yang, H. (2012). *Xian dai jing ji xie zuo (Contemporary Business Writing)*. 4e. Zhejiang University Press, PRC.

4. **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

Global Innovation & Design Lab. (2020). Deepening empathy through design: Applied learning with the North Pierce County Community Coalition.

<https://depts.washington.edu/globalid/news/deepening-empathy-through-design-applied-learning-with-the-north-pierce-county-community-coalition/>

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. (May 2020). *Driving Global Growth of Mobile Products with Culturally Sustaining Design*. STC (Society for Technical Communication) Technical Communication Summit, Bellevue, WA.

Sun, H. (Mar. 2020). *Infrastructure As a Relational Property: Articulating Sensitizing Relations for Global Design*. 2020 Association of Teachers of Technical Writing (ATTW) Conference, Milwaukee, WI.

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 ATTW Conference. Portland, OR.

Sun, H. (Oct. 2016). *Teaching critical design and CSS coding with a website localization project*. Association of Business Communication (ABC) 81th 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*. 1st 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) 80th 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. (Aug. 2020). *"Designing Technology Affordances as Culturally Sustaining Value Propositions for Global Innovations*. UXPA (User Experience Professional Association) International Conference 2020, Baltimore, MD.
- 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*. 1st 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 Offered

- Sun, H. (Aug. 2020). *Engaging Cultural Differences for Empowering Design*. UXPA (User Experience Professional Association) International Conference 2020, Baltimore, MD.
- Sun, H. (May 2020). *Engaging Cultural Differences for Empowering Design*. STC (Society for Technical Communication) Technical Communication Summit, Bellevue, WA.
- Sun, H. (Mar. 2020). *Engaging Cultural Differences for Global Design*. Conference on College Composition and Communication 2020, Milwaukee, WI.
- Sun, H. (July 2019). *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 & Local Talks

- Grit City Think&Drink Series: *Global Competition of Social Messaging Platforms: WhatsApp, WeChat, LINE, & KakaoTalk*. April 2020.
- 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

- Interdisciplinary Teaching and Scholarship Collaboration (ITaSC) Grant, CO-PI, 2020, \$6,000.
- Faculty Fellows Award, CO-PI, Office of Community Partnerships, University of Washington Tacoma, 2020, \$9,400.
- SIAS Research Improvement Fund, University of Washington Tacoma, 2020, \$3,940; 2019, \$3,411; 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-present

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, 2015
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)