

SITONG WANG

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EDUCATION

Columbia University

PhD in Computer Science, Advisor: Lydia Chilton

2022 - current

MPhil in Computer Science

2022 - 2024

MS in Computer Science

2020 - 2021

Chongqing University & University of Cincinnati

2015 - 2020

BE in Electrical Engineering and Automation

BS in Electrical Engineering

PUBLICATIONS AND MANUSCRIPTS

FULL CONFERENCE AND JOURNAL PAPERS

[p.10] S. Menon, **S. Wang**, L. Chilton. “[MoodSmith: Enabling Mood-Consistent Multimedia for AI-Generated Advocacy Campaigns](#)” in *International Conference on Computational Creativity (ICCC '24)*.

[p.9] **S. Wang**, Z. Ning, A. Truong, M. Dontcheva, D. Li, L. Chilton. “[PodReels: Human-AI Co-Creation of Video Podcast Teasers](#)” in *ACM Designing Interactive Systems Conference (DIS '24)*.

[p.8] **S. Wang**, S. Menon, T. Long, K. Henderson, D. Li, K. Crowston, M. Hansen, J. Nickerson, L. Chilton. “[ReelFramer: Human-AI Co-Creation for News-to-Video Translation](#)” in *ACM Conference on Human Factors in Computing Systems (CHI '24)*.

[p.7] M. Lee, K. Gero, J. Chung, [et al., including **S. Wang**]. “[A Design Space for Intelligent and Interactive Writing Assistants](#)” in *ACM Conference on Human Factors in Computing Systems (CHI '24)*.

[p.6] T. Long, D. Zhang, G. Li, B. Taraif, S. Menon, K. Smith, **S. Wang**, K. Gero, L. Chilton. “[Tweeterial Hooks: Generative AI Tools to Motivate Science on Social Media](#)” in *International Conference on Computational Creativity (ICCC '23)*.

[p.5] **S. Wang**, S. Petridis, T. Kwon, X. Ma, L. Chilton. “[PopBlends: Strategies for Conceptual Blending with Large Language Models](#)” in *ACM Conference on Human Factors in Computing Systems (CHI '23)*.

[p.4] Z. Sun, **S. Wang**, C. Liu, X. Ma. “[Metaphoraction: Support Gesture-based Interaction Design with Metaphorical Meanings](#)” in *ACM Transactions on Computer-Human Interaction (TOCHI '22)*.

[p.3] W. Yang, **S. Wang**, Z. Peng, C. Shi, X. Ma, D. Yang. “[Know it to Defeat it: Exploring Health Rumor Characteristics and Debunking Efforts on Chinese Social Media during COVID-19 Crisis](#)” in *AAAI International Conference on Web and Social Media (ICWSM '22)*.

[p.2] Y. Kang, Z. Sun, **S. Wang**, Z. Huang, Z. Wu, X. Ma. “[MetaMap: Supporting Visual Metaphor Ideation through Multi-dimensional Example-based Exploration](#)” in *ACM Conference on Human Factors in Computing Systems (CHI '21)*.

[p.1] Z. Sun, **S. Wang**, W. Yang, Y. Onur, C. Shi, X. Ma. “[A Postcard from Your Food Journey: Self-Reflection on Social Food Posting](#)” in *ACM Designing Interactive Systems Conference (DIS '20)*.

MANUSCRIPTS

[m.1] J. Ma, K. Sreedhar, V. Liu, **S. Wang**, P. Perez, L. Chilton. “[DIDUP: Dynamic Iterative Development for UI Prototyping](#)”. Under submission.

RESEARCH EXPERIENCE

Computational Design Lab, Columbia University

Sep 2020 - current

Advised by [Lydia Chilton](#)

- Tackled the creative challenge of transforming a print article into a news reel on social media. Conducted a 6-month co-design process with professional journalists. Built a highly interactive co-creative AI system that uses text and image generation to help journalists explore multiple narrative framings for a story, then generate scripts, character boards, and storyboards they can edit and iterate on. [\[p.8\]](#)
- Designed an automated pipeline consisting of three complementary strategies to find creative connections between pop culture domains and product concepts. Implemented an interface that uses two rounds of divergent and convergent thinking to find pairs of images for pop culture blends. Conducted a user study showing that users prefer to use our system over a baseline of web search during creative tasks. [\[p.5\]](#)

Interactive Creativity Lab, Adobe Research

Jun - Aug 2023

Advised by [Dingzeyu Li](#), [Anh Truong](#) and [Mira Dontcheva](#)

- Interviewed both video podcast listeners and creators to understand the design principles of video podcast teasers. Designed a human-AI co-creative workflow to support video podcasters in creating compelling teasers from hour-long episodes. Implemented a Premiere plug-in that integrates with creators' existing workflows, greatly easing their mental burden and boosting efficiency. [\[p.9\]](#)

Human-Computer Interaction Lab, Hong Kong University of Science and Technology

May - Sep 2020

Advised by [Xiaojuan Ma](#) and [Diyi Yang](#) (Stanford University)

- Conducted an in-depth literature review and helped formulate research questions of characterizing online health rumors and debunking efforts. Participated in quantitative analysis of 100 million Weibo posts by workflow design. Helped with qualitative analysis by finding and applying psychological theories. [\[p.3\]](#)
- Interviewed designers to understand the process of visual metaphor creation and the difficulties users face. Analyzed formative results and participated in proposing a multi-dimensional association framework for metaphor example exploration. Helped with design, implementation and analysis of user studies. [\[p.2\]](#)

Human-Computer Interaction Lab, Hong Kong University of Science and Technology

May - Sep 2019

Advised by [Xiaojuan Ma](#)

- Helped propose an automated postcard generation pipeline based on social media food posts, with the aim of promoting users' self-reflection on their physical and mental health. Responsible for the theoretical formulation of the work, writing the related work and discussion parts for the paper. [\[p.1\]](#)
- Conducted a comprehensive literature survey and analysis of common mobile and wearable gestures. Participated in designing and conducting a MTurk study, collecting 334 users' interpretation of the interactive gestures. Mined design principles from the study results by thematic analysis. [\[p.4\]](#)

TEACHING EXPERIENCE

COMS 6998 Designing for Generative AI

Sep - Dec 2023

Teaching Assistant, Columbia University

COMS 6998 Advanced Web Design Studio

Sep - Dec 2022

Teaching Assistant, Columbia University

ENED 1120 Foundations of Engineering Design Thinking II

Jan - Apr 2020

Teaching Assistant, University of Cincinnati

MENTORING EXPERIENCE

[Samia Menon](#) (Columbia CS undergraduate student)

Jan 2023 - current

[Jenny Ma](#) (Columbia CS masters student)

Apr 2024 - current

Jiaxin Yang (Columbia CS masters student)
Karthik Sreedhar (Columbia CS masters student)

Jun 2024 - current
Jun 2024 - current

COMMUNITY SERVICE

Paper Reviewer *Journal*: TIST'24 (1), TOCHI'23 (1);
Full conference paper: CHI'24 (2), CSCW'24 (2), UIST'24 (2), ICWSM'24 (1), DIS'24 (1), C&C'24 (2);
Late breaking work: CHI'24 LBW (5), Chinese CHI'22 LBW (2)

Volunteer Columbia CS PhD Pre-submission Application Review Program (2022 & 2023)

PROFESSIONAL EXPERIENCE

Interactive Creativity Lab , Adobe Research Research Scientist/Engineer Intern	Jun - Aug 2023
Alexa Mobile Application Development Group , Amazon Software Engineer	Feb - Jun 2022
Alexa Mobile Application Development Group , Amazon Software Engineer Intern	May - Jul 2021
Big Data Tool Development Group , CISDI Engineering User Interface Designer Intern	Jan - Apr 2018

SELECTED HONORS

Code Quality Jam Best Robustness Award Adobe Research	Aug 2023
Greenwoods Fellowship Recipient Columbia University	Sep 2022
Google CS Research Mentorship Program Class of 2021 Google Research	Jun 2021
National Scholarship Recipient Chinese Ministry of Education	Nov 2017 & 2018