

# SITONG WANG

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## EDUCATION

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<b>Columbia University</b> PhD in Computer Science, Advisor: Prof. Lydia Chilton	2022 - current
<b>Columbia University</b> MS in Computer Science, GPA: 3.99/4.0	2020 - 2021
<b>University of Cincinnati</b> BS in Electrical Engineering, GPA: 3.99/4.0	2015 - 2020
<b>Chongqing University</b> BE in Electrical Engineering and Automation, GPA: 3.94/4.0	2015 - 2020

## PUBLICATIONS AND MANUSCRIPTS

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### FULL CONFERENCE AND JOURNAL PAPERS

- [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] **S. Wang**, S. Menon, T. Long, K. Henderson, D. Li, K. Crowston, M. Hansen, J. Nickerson, L. Chilton. “[ReelFramer: Co-creating News Reels on Social Media with Generative AI](#)” (In submission 2023).

## RESEARCH EXPERIENCE

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- Computational Design Lab**, Columbia University  
Advised by [Prof. Lydia Chilton](#) Sep 2020 - current
- 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. [\[m.1\]](#)

- 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]

**Human-Computer Interaction Lab**, Hong Kong University of Science and Technology      May - Sep 2020  
 Advised by [Prof. Xiaojuan Ma](#) and [Prof. 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 [Prof. 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

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**COMS 6998 Advanced Web Design Studio**      Sep - Dec 2022 & 2023  
 Teaching Assistant, Columbia University

**ENED 1120 Foundations of Engineering Design Thinking II**      Jan - Apr 2020  
 Teaching Assistant, University of Cincinnati

## PROFESSIONAL EXPERIENCE

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**Interactive Creativity Lab**, Adobe Research      Jun - Aug 2023  
 Research Scientist/Engineer Intern

**Alexa Mobile Application Development Group**, Amazon      Feb - Jun 2022  
 Software Engineer

**Alexa Mobile Application Development Group**, Amazon      May - Jul 2021  
 Software Engineer Intern

**Big Data Tool Development Group**, CISDI Engineering      Jan - Apr 2018  
 User Interface Designer Intern

## SELECTED HONORS

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**Code Quality Jam Best Robustness Award**      Aug 2023  
 Adobe Research

**Greenwoods Fellowship Recipient**      Sep 2022  
 Columbia University

**Google CS Research Mentorship Program Class of 2021**      Jun 2021  
 Google Research

**National Scholarship Recipient**      Nov 2017 & 2018  
 Chinese Ministry of Education