

## **JOFISH KAYE, PH.D**

Mountain View, CA 94041

jofish at jofish.com www:jofish.com

### **OBJECTIVE**

**I take a strategic research approach, using big data, qualitative exploration, and design, to direct and build innovation and product decisions by understanding users.**

### **PROFESSIONAL EXPERIENCE**

#### **Principal Research Scientist, Mozilla, Mountain View, CA.**

OCTOBER 2016-  
AUGUST 2020 *Emerging Technologies, Leadership Team*

I built a strategic, impactful, strategic Voice program. I managed a small but talented team (~8 people) building consumer voice products, notably Firefox Voice, an open source project providing a smart speaker in your browser. I improved research and strategy across the company, including running

- Mozilla Research Grants (55 grants to dozens of universities)
- Research Conference Sponsorship: including developing code of conduct and Accessibility Chair policies
- ET Speaker Series: talks from some of the best minds in research.

I have a strong commitment to improving diversity. I serve on the ACM Diversity & Inclusion Council; I significantly improved our response to employees harassment by trolls.

OCTOBER 2012-  
SEPTEMBER 2016 **Principal Research Scientist, Yahoo, Sunnyvale, CA.** Apr 2016-Present.  
*Membership team.*

#### **Senior Research Scientist, Yahoo Labs, Sunnyvale, CA.** Oct 2012-Mar 2016.

*HCI Group; Flickr.*

Close partnerships with business groups working on both mission-critical and longer-term research projects. Used big data (Hive, Splunk), qualitative methods, and strategic approaches. Publicly visible work includes:

- Studied user attitudes to identity authentication and verification, including 2nd factor authentication and activity-driven challenges.
- Used log data to show one particular ad had a -6% impact on retention and ad clicking; showed similar effect on other animated ads; demonstrated financial implications (in the \$Ms) for front page display ad pricing (in press)
- Redesign of help pages. Fieldwork with phone support operators. Demonstrated \$xx000 monthly savings. Created Splunk dashboard of usage to improve company-wide downtime responses. ([help.yahoo.com](http://help.yahoo.com))

SPRING 2014-  
MAY 2016 **General Co-Chair, CHI 2016 Computer-Human Interaction Conference**

Co-organized the largest industry/academic HCI conference.

- Managed a \$3M budget, 11+ paid staff, 114 organizing chairs, 222 Associate Paper Chairs, 100 Late-breaking Work Chairs, 546 sessions, 4000+ reviewers,

- Organized high quality and diverse keynote speakers: Dayo Olopade, Kimberly Bryant, Sarah Guthals, Marissa Mayer, Terry Winograd, Alan Kay, Vishal Sikka and Salman Khan.
- Made over 200 changes, including adding childcare, gender-neutral bathrooms, venture capitalist office hours, telepresence robots, streaming video.

JANUARY 2009- **Senior Research Scientist & Ethnographer, Nokia Research Center, Palo Alto**  
 SEPTEMBER 2012 Innovation Design Experience Animation (IDEA) Group. I studied mobile phones, video communication, families and infovis.

JANUARY 2012- **Consulting Assistant Professor; visiting Lecturer; Stanford University**  
 PRESENT HCI Design Studio CS.247. Computer Science. Cotaught with John Tang (2014); Michael Bernstein, Katrina Alcorn, Jeremy Lyon, Julie Stanford, John Tang, Helena Roeber (2015). Intermediate HCI class.  
Designing Liberation Technologies. d.School. Co-taught with Terry Winograd, Joshua Cohen, and Zia Yusef. Iterative design and prototyping for Nairobi slum dwellers.  
 Also coached Intro to HCI (2010-2012), Cross Cultural Design (2011)

JULY 2006- **Visiting Researcher, Microsoft Research Cambridge, UK.**  
 DECEMBER 2006 Computer Mediated Living Group. Projects: Whereabouts Clock, Ambient Ink, etc.

## EDUCATION

AUGUST 2003- **Ph.D, Information Science, Cornell University, Ithaca, NY**  
 OCTOBER 2008 Dissertation: The Epistemology and Evaluation of Experience-focused HCI  
 Committee: Phoebe Sengers, Jeff Hancock, Michael Lynch and Kristina Höök  
 Projects: Intimate Objects, Home Health Horoscopes, Academics' Archiving Practices

SEPTEMBER 1999- **M.S. Media Arts & Sciences, MIT Media Lab, Cambridge, MA**  
 JUNE 2001 Thesis: Symbolic Olfactory Display  
 Committee: Michael Hawley, Hiroshi Ishii, Marc Canter, Peter Brown  
 Research: Olfactory information display; digital home and kitchen technologies.

FALL 2000 **Resident Researcher, Media Lab Europe, Dublin.**

AUGUST 1995- **B.S. Brain and Cognitive Sciences, MIT, Cambridge, MA**  
 JANUARY 1999 Research: Smart kitchens, coffee machines. Advisors: Steven Pinker, Michael Hawley  
**Primary and secondary school education:** London, Paris, Singapore & Tokyo.

## PUBLISHED PAPERS

**Publishing academic papers is an important part of my role as a scientist. This is only a selected list; full details at <http://jofish.com>.** Google Scholar calculates that my work has been cited 3581 times and my h-index is 28; the ACM states my papers have been downloaded over 54,706 times, including 8391+ times in the last 12 months.

*Voice, product influence, crowdsourcing* Choice of Voices: A Large-Scale Evaluation of Text-to-Speech Voice Quality for Long-Form Content.  
 Julia Cambre, Jessica Colnago, Jim Maddock, Janice Tsai, and Jofish Kaye.  
 In Proc CHI '20.

<i>Log data analysis, ground truth, voice</i>	<u>Music, Search, and IoT: How People (Really) Use Voice Assistants.</u> Tawfiq Ammari, Jofish Kaye, Janice Y. Tsai, and Frank Bentley. ACM TOCHI 26, 3, Article 17 (June 2019), 28 pages.
<i>Big data, survey data, and infovis.</i>	<u>The 32 Days of Christmas: Understanding Temporal Intent in Image Search Queries</u> Frank R. Bentley, Joseph 'Jofish' Kaye, David A. Shamma, J.A. Guerra-Gomez Proceedings of CHI'16
<i>Major theory work.</i>	<u>Data Narratives: Uncovering tensions in personal data management</u> Janet Vertesi, Jofish Kaye, Samantha N. Jarosewski, Vera D. Khovanskaya, Jenna Song Proceedings of CSCW'16
<i>Qualitative in depth study</i>	<u>Money talks: tracking personal finances</u> Joseph Jofish Kaye, Mary McCuiston, Rebecca Gulotta, David A. Shamma Proceedings of CHI'16
<i>Studying female computer scientists</i>	<u>Gender and computing conference papers</u> J. McGrath Cohoon, Sergey Nigai, Joseph "Jofish" Kaye Communications of the ACM 2011
<i>Beyond one user/one password.</i>	<u>Self-reported password sharing strategies</u> Joseph 'Jofish' Kaye Proceedings of CHI'11
<i>Qualitative research in the home</i>	<u>Making love in the network closet: the benefits and work of family videochat</u> Morgan G. Ames, Janet Go, Joseph 'Jofish' Kaye, Mirjana Spasojevic Proceedings of CSCW'10. <i>Won Best Paper</i>
<i>Influential research (still cited!) on smell as media</i>	<u>Making Scents: aromatic output for HCI</u> Joseph "Jofish" Kaye interactions - Making scents: aromatic output for HCI, 2004 <i>Cover Article</i>
<i>Future of smart kitchens</i>	<u>Designing Technologies for Domestic Spaces: A Future Kitchen Manifesto</u> Genevieve Bell & Joseph "Jofish" Kaye <i>Gastronomica</i> 2(2), 2002 4

## PROFESSIONAL SERVICE & INVITED TALKS

I am extremely active in the academic human-computer interaction research community. I chaired the major conference, CHI. I was elected Vice President at Large for SIGCHI, and am an Editor of Personal & Ubiquitous Computing, a major journal. I review for several conferences, journals, and the National Science Foundation. I regularly give talks to corporate and academic audiences. I serve on the ACM Diversity & Inclusion Council

## SKILLS & ACTIVITIES

**Technical skills:** Python, prototyping analog & digital electronics, Unix, etc.

**Languages:** Rusty conversational French, good enough for fieldwork; even rustier intermediate Japanese.

**Theater:** Extensive performances, master-classes and directing of improv, actor-created & scripted theatre.

**MIT Mystery Hunt 2003 - The Matrix:** Joint creator of world's largest treasure hunt.