

Yufeng Zhao

yufeng.zhao.p@outlook.com | yufengzhao.com

Education

Massachusetts Institute of Technology Master of Science, Media Arts and Sciences Cambridge, MA	Sep 2025 - Aug 2027
Carnegie Mellon University Master of Human Computer Interaction Pittsburgh, PA	Sep 2021 - Aug 2022
New York University Shanghai Bachelor of Science, Interactive Media Arts & Computer Science Shanghai, China	Sep 2016 - May 2020

Publications

Huang, R. L., & Zhao, Y. (2024). A Dataset of Late 1990s and Early 2000s Web Banner Ads on Chinese-and English-language Web Pages. *Journal of Open Humanities Data*, 10(1), 3.
<https://doi.org/10.5334/johd.164>

Tang, Q., Hu, X., Zeng, Z., & Zhao, Y. (2022). Co-Orb: Fostering Remote Workplace Gratitude with IoT Technology. In **Extended Abstracts of the 2022 CHI Conference on Human Factors in Computing Systems** (CHI EA '22) (pp. 488-493). Association for Computing Machinery.
<https://doi.org/10.1145/3491101.3514488>

Selected Presentations, Talks, Exhibitions, and Performances

Jul 2025	Conference Talk <i>Generative Technology and Art: Banner Depot 2000</i> Electronic Literature Organization 2025 Toronto, ON, Canada
Mar 2025	Workshop <i>Search Every Word on NYC Streets</i> NYC School of Data 2025 Queens, NY
Jan 2025	Solo Art Exhibition (as NDOI collective) <i>Caches from the Landscape</i> Centre des arts actuels SKOL Montréal, QC, Canada
Dec 2024	Talk <i>all text in nyc</i> (www.alltext.nyc) WordHack December 2024 Brooklyn, NY

Dec 2024	Group Art Exhibition <i>Caches from the Landscape</i> ROCK HOST: Infrastructuring the Void at Beiqiu Museum of Contemporary Art Nanjing, China
Nov 2024	Film Screening <i>Jing's Poetic Cartography</i> 시간의 메아리: Echoes Across Time at TINC (This Is Not a Church) Seoul, South Korea
Oct 2024	Film Screening <i>Jing's Poetic Cartography</i> Transmissions from Far East Nexus at InterAccess Toronto, ON, Canada
Sep 2024	Group Art Exhibition <i>Click Here...</i> SPAM New Media Festival Seattle, WA
Aug 2024	Conference Talk <i>Let's find random things on the street, with full-text search!</i> !!Con 2024 Santa Cruz, CA
Aug 2024	Conference Talk <i>How to stop worrying and collect early web Banner Ads! (And make art along the way!)</i> !!Con 2024 Santa Cruz, CA
Mar 2024	Guest lecture <i>Banner Depot 2000 and workshop on scraping the Wayback Machine</i> Experimental Humanities Collaborative Network at Bard College (with Richard Lewei Huang) Remote via Zoom
Mar 2024	Talk <i>Banner Depot 2000</i> Interim Computer Festival (with Richard Lewei Huang) Seattle, WA
Mar 2024	Talk <i>Banner Karaoke: A Cyberspace Odyssey</i> LARPA (with Richard Lewei Huang, Jamie Brew) Brooklyn, NY
Dec 2023	Talk <i>Banner Depot 2000 with Poetry Maker (www.banner-depot-2000.net)</i>

	WordHack December 2023 (with Richard Lewei Huang) Brooklyn, NY
Nov 2023	Presentation <i>Banner Depot 2000 with Poetry Maker (www.banner-depot-2000.net)</i> School for Poetic Computation Community Art Fair Software for Artists Day #8 at Pioneer Works (with Richard Lewei Huang) Brooklyn, NY
Feb 2023	Group Art exhibition School for Poetic Computation: Malware Anthology Rhizome New York, NY and online
May 2022	Conference Presentation Co-Orb: Fostering Remote Workplace Gratitude with IoT Technology CHI '22 New Orleans, LA and online
Oct 2021	Group Art exhibition <i>Caches from the Landscape</i> Temporal Stack: The Deep Sensor 上空间 Upper Gallery, Research Centre of Contemporary Visual Art, Guizhou Normal University (made with art collective NDOI) Guiyang, China
Apr 2021	Group Art exhibition Unlinked - An Exhibition by IMA Fellows. New York University Shanghai Shanghai, China
Jun 2021	Group Art exhibition Things will Work Out Tomorrow: A Growing Collection of StepBackForward Methodologies. stepbackforward.art(予以行)(made with art collective Project NoCode) Hong Kong and online
Jul 2020	Group Art exhibition Console.log West Bund Art Center Shanghai, China
Jun 2020	Film Screening "Tang Long" - Documentary Film Periferias Festival Marvão, Portugal
Apr 2020	Group Art exhibition ITP/IMA Spring Show New York University

Online

Dec 2019 Group Art exhibition
Future Lab
West Bund Art Center
Shanghai, China

May 2019 Film Screening
"Tang Long" - Documentary Film
CINEMQ Screening No.28: KIN
Shanghai, China

May 2019 Film Screening
"Tang Long" - Documentary Film
Critica Festival
Shanghai, China

Residencies

2024 Ada X's Artist Residency
Ada X (collaboration with Yutong Lin)
Montréal, Canada and Remote

2021 Crystal Ruth Bell Mediated 调和 Fellowship
China Residencies, Film and VR Fellowship (with art collective NDOI)
Remote

2021 Signals & Storms Laboratory
Freeport Institute (with art collective NDOI)
Remote

Research and Professional Experience

Graduate Research Assistant Future Sketches Group - MIT Media Lab <i>Creative coding, tool making, fun having.</i>	Sept 2025 - Present
Senior Creative Technologist / Software Engineer Brilliant.org <i>I make web-based interactive diagrams and learning experiences to inspire and develop people to achieve their goals in STEM. I also build internal tools to empower our teams to provide more engaging, visually interesting, and scientifically sound content.</i>	Oct 2022 - May 2025
Product Designer / Engineer InterDigital <i>I conducted user research on novel applications of future mobile networks, such as IoT and streamed immersive experiences. I design and implement prototypes to support the research process, including websites, VFX mockups, and VR experiences. I collaborate closely with network engineers to deliver user experience insights for future 6G standards.</i>	Jan 2022 - Aug 2022
VR Researcher Augmented Perception Lab - Carnegie Mellon University <i>I developed an experiment environment in VR to study and quantify the effect of change blindness in virtual environments. I created experiment protocols to ensure consistency across tests and pilot tested with participants</i>	Jan 2022 - May 2022
User Experience Researcher Morphing Matter Lab- Carnegie Mellon University <i>I helped brainstorm and research potential applications for morphing devices powered by pneumatic mechanisms, specifically around the concepts of facilitating plants-insects-human communications through mimicking leaves.</i>	Jan 2022 - May 2022
Research Assistant Humanities Research Lab - New York University Shanghai <i>I led the frontend development of a React-based web dashboard for streaming and visualizing the US census data for teaching digital humanities.</i>	Sep 2020 - Aug 2021
Associate Fellow Interactive Media Art - New York University Shanghai <i>I helped manage the maker space, assisted with creative coding and physical computing courses, and hosted workshops across web development, cinematic lighting, and digital fabrication.</i>	Sep 2020 - Aug 2021
Adjunct Research Associate of Telepresence Interactive Media Art - New York University Shanghai <i>I worked on Telewindow, a telepresence research project, to explore graphic technique to enhance the visual outcome, such as parallelized marching cube reconstruction and subject relighting through normal map.</i>	Feb 2020 - Aug 2020

Awards

Silver Winner in Communication UX
NY Product Design Awards 2025

Apr 2025

Student Design Competition Winner
ACM SIGCHI

May 2022

Dean's Research Symposium - Audience Choice Award
New York University Shanghai

May 2019

Dean's Undergraduate Research Fund Scholarship
New York University Shanghai

May 2018