# CHENGZHI ZHANG

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Google Scholar

I'm a **human-centered** HCI researcher with a background in design, machine learning, and computer science. My research interests lie at the intersection of **AI and creativity**, as well as AI literacy. Currently, I'm actively developing public-facing interaction installations for enhancing **AI literacy**, with a particular focus on **Large Generative Models**.

## EDUCATION

2023 -
**Georgia Institute of Technology** | Atlanta, GA
Ph.D. in Digital Media, Minor in AI, Expressive Machinery Lab
Advisor: Brian Magerko

2021–2023
**Carnegie Mellon University** | Pittsburgh, PA
M.S. in Computational Design
Dissertation: *Generative Image AI for Design*
Committee: Daragh Byrne, Nikolas Martelaro, Paul Pangaro

2016-2020
**Hunan University** | Changsha, China
B.ENG. Design: Industrial Design
with one year exchange in Politecnico di Milano
Thesis Project: *Optia-Smart Glasses for Myopia Control and Prevention*

## EMPLOYMENT

2023–
**Graduate Research Assistant**
Expressive Machinery Lab, Georgia Institute of Technology
- Conducted a systematic literature review on the overlooked downsides of Large Generative Models, particularly in the context of user interaction.
- Implemented two interactive public installations, LLM of Truth and Fool Your Friend, designed to enhance public AI literacy regarding Large Generative Models.

2022–2023
**Graduate Research Assistant**
CodeLab, School of Architecture, Carnegie Mellon University
Advisor: Daragh Byrne
- Designed the Spooky Technology cardboard game, which helps people to reflect on the invisible and otherworldly qualities in everyday technologies.

2020–2021
**Contract UX Designer**

Deep Learning Lab, Westlake University
Advisor: Zhenzhong Lan
- Initiated the Hearty Hear mobile app design from scratch, an app leveraging NLP algorithms for free psychological counseling serving thousands of users.
- Led the design team for eight months and constructed the entire visual identity system before receiving a ten-billion-dollar angel investment.

2021    **Contract UX Designer**
Fifth Beat S.p.A., Milan, Italy
- Collaborated with the Italian team and drove the design of the Eye-med app for the Chinese market from scratch, including information architecture, UX/UI design.

2019    **UX Design Intern**
Alibaba Group, Hangzhou, China
- Conducting on-site qualitative user research on Alipay's services, including public transportation and pharmacy store. Synthesized and developed user experience improvement plans.

## PUBLICATIONS

### Pre-print Articles

**Chengzhi Zhang**, Brian Magerko. "Generative AI Literacy: A Comprehensive Framework for Literacy and Responsible Use". In: *arXiv preprint arXiv:2504.19038* (2025).

Yuwen Lu, Yuewen Yang, Qinyi Zhao, **Chengzhi Zhang**, Toby Jia-Jun Li. "AI Assistance for UX: A Literature Review Through Human-Centered AI". In: *arXiv preprint arXiv:2402.06089 and in submission* (2024).

### Workshops Papers (Refereed)

Yuwen Lu, Ziang Tong, Qinyi Zhao, **Chengzhi Zhang**, Jia-Jun Li Toby. "UI Layout Generation with LLMs Guided by UI Grammar". In: *ICML 2023 Workshop on AI and HCI*. 2023.

### Demos, Videos, and Work-In-Progress (Refereed)

**Chengzhi Zhang**, Chelsi Alise Cocking, Milka Trajkova, Zoe Lacy Mock, Gemma Tate, Cassandra Naomi Monden, Brian Magerko. "Fostering AI Literacy with LuminAI through Embodiment and Creativity in Informal Learning Spaces". In: *Proceedings of the 16th Conference on Creativity & Cognition*. 2024, pp. 476–481.

**Chengzhi Zhang**, Weijie Wang, Paul Pangaro, Nikolas Martelaro, Daragh Byrne. "Generative Image AI Using Design Sketches as input: Opportunities and Challenges". In: *Proceedings of the 15th Conference on Creativity & Cognition*. 2023, pp. 254–261.

Yuwen Lu, **Chengzhi Zhang**, Iris Zheng, Toby Jia-Jun Li. "Bridging the Gap between UX Practitioners' work practices and AI-enabled design support tools". In: *CHI Conference on Human Factors in Computing Systems Extended Abstracts*. 2022, pp. 1–7.

### PATENTS

Yingying Zheng, Cuijun Zheng, **Chengzhi Zhang**. "A bagged platelet oscillation device". ZL 2021 2 0038780.4. 2021.

## HONORS & AWARDS

| | |
|---|---|
| 2023 | **MSCD Research Support Fund ($1000)** School of Architecture, CMU |
| 2022 | **George W. Anderson, Jr. Award ($1000)** School of Architecture, CMU |
| 2022 | **MSCD Research Support Fund ($1000)** School of Architecture, CMU |
| 2020 | **2020 Top 100 Young Designers** Asian New Generation Design Exhibition |
| 2020 | **First Prize Scholarship** Hunan University |
| 2018 | **Third Prize Scholarship** Hunan University |

## TEACHING EXPERIENCE

### TEACHING ASSISTANT

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| 2024 | **LMC-6310 Computer as an Expressive Medium** with Prof. Noura Howell, GT |

## RELEVANT COURSEWORK

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| 2024 | **CS-4731 Game AI** Prof. Mark Riedl, GT |
| 2023 | **11-485 Deep Learning** Prof. Bhiksha Raj, CMU |
| 2022 | **10-601 Machine Learning** Prof. Henry Chai, CMU |
| 2022 | **05-630 Programming Usable Interface** Prof. Scott Hudson, CMU |
| 2022 | **48-758 Responsive Mobile Environments** Prof. Daragh Byrne, CMU |
| 2021 | **48-675 Design for Internet of Things** Prof. Daragh Byrne, CMU |

# PROFESSIONAL SERVICE

### Reviewing Service

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| 2023 | ACM CHI Late Breaking Work |
| 2024 | ACM CHI Late Breaking Work, CSCW |
| 2025 | ACM DIS, IDC |

### Student Volunteer

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| 2024 | ACM CHI |

# SKILLS & CERTIFICATES

### CERTIFICATES

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| 2022 | **Mathematics for Machine Learning: Linear Algebra** Awarded through Coursera |

### SKILLS

**Programming** Python, C++, Front-end Development

**Machine Learning** Pytorch, TensorFlow, Scikit Learn

**Platform** Particle, Arduino

**UX research** Contextual Inquiry, Usability Evaluation, Questionnaire

**Design** Adobe Creative Suite, UI/UX Design, Service Design, Rhino, Keyshot, Photography, Video Editing

**Fabrication** Woodworking, Laser Cutting, 3D Printing