

# Chen-Hui Lu

[lu@g2.usc.edu.tw](mailto:lu@g2.usc.edu.tw)



## Education

Ph.D. Cognitive Psychology, Purdue University

## Academic Honor

- ◆ Outstanding Research Award, Ministry of Science and Technology, ROC
- ◆ Research Award, Ministry of Science and Technology, ROC
- ◆ Purdue Research Foundation Fellowship, USA
- ◆ “Top-cited Articles in Behavioral Cognitive Psychology” recognized by *Memory and Cognition (2012)*: Listed as the 500 most frequently cited papers of 85,000 journal articles from 1950 to 2004.

## Academic Experiences

Associate Professor, Department of Industrial Design, Shih-Chien University

Associate Professor, Social Work & Child Welfare, Providence University

Assistant Professor, Dept. of Psychology, The Chinese University of Hong Kong

Visiting Professor, Koln international School of Design (KISD) of Cologne

University of Applied Sciences, Koln, German

Visiting Professor, Department of Psychology, Birkbeck College, University of London, London, UK

## Academic Research & Industrial Consultant

### Design Psychology

Human Factors & Engineering Psychology

Human-Computer Interaction

UI/UX Design

Service Design

### Cognitive Psychology

Attention & Human Performance

S-R Compatibility Effect

## **Industrial Collaborations**

1. JOVITA Corporation, Online Consulting & Offline Retailer Marketing UX Service Design for the Bridal Interactive Service System, PI, 2020-2022
2. MR Temple, Smart Life Experience Design, Co-PI, 2018
3. Sampo Corporation, User Experience Study and Human Factors Design for SAMPO IoT Smart Family x e-Commerce System, Co-PI, 2017-2018
4. Small and Medium Enterprise Administration, Ministry of Economic Affairs, Human Factors Project Consultant, 2011
5. HCG Corporation, 2010 Bathroom Product Design and Talents Incubation Program, Co-PI, 2010
6. Far EasTone Telecommunications Co., Ltd, FET User Interface Design Study, PI, 2010
7. Central Taiwan Bicycle Association, Central Taiwan Smart-Life Industry and Value-Added RD Project, Strategic Consultant, 2009
8. Wistron NeWeb Corporation, Usability Testing & Design, PI, 2009
9. Ministry of Economic Affairs, Human Factors Product Development Research, PI, 2008
10. Foxconn Technology Group, Demand Engine & Consumer Behavior Modeling, PI, 2008
11. Institute for Information Technology, Information Innovation Project Consultant, 2008
12. Lotung Poh-ai Hospital, I-Lan County Health Industry Strategy and Experience Design Planning, PI, 2008
13. Far EasTone Telecommunications Co., Ltd, FET Website Usability Testing Study, PI, 2007-2008
14. SET Sanlih E-Television, Creative Design Study on TV Idol Drama's Visual Image, PI, 2007
15. Far EasTone Telecommunications Co., Ltd, Creativity Study on the Life Style of Young Target Customers, PI, 2006

## **Academic Research**

1. University Social Responsibility (USR) Project: Empowering the capacity of self-help of the mid-age citizen, collaborating with the College of Science at Soochow University, granted by Ministry of Education. Associate PI. 2020-2022.
2. Interactive Scenario Design of Robotic Teaching for Preschooler, PI 2019-2020.
3. MOST Improving Life (Life Fix) Experimental Research Project: ALS Smart Communication System – Subproject 5: Multi-modality human factors design. MOST 107-3011-F-027-002, PI, 2018-2019.
4. Taiwan Design Case Study, PI, USC-107, 2018-2019.
5. Value-added Design Study, PI, USC-105, 2016-2017.

6. Privacy and Social Territory Design for Airport Waiting Area, PI, USC101-05-01003, 2012-2013.
7. Congruency Between Product Feature and Marketing Nick Name on Memory Recall, PI, USC 97-01010, 2009-2010.
8. Eye-Tracking Analysis on Product Features, PI, USC 97-01010, 2008-2009.
9. Conceptual Future Design Study on Smart E-Product, Co-PI, MOST 97-2218-E-158-004, 2008-2009.
10. Music Design for Product Branding, PI, NSC 95-2413-H-158-002, 2006-2007.
11. Impacts of Musical Arousal level on Human Performance and Emotion, PI, NSC 94-2413-H-158-002, 2005-2006.
12. Human Information Processing: Effects of Compatibility between Task Goals and Operation Intent. PI, NSC 88-2413-H-126-001, 1998-1999.
13. Similarity and Preference as Determinants of Stimulus-Response Compatibility: A Cross-Cultural Comparison on Human Information Processing Among Taiwan, Hong Kong, USA, and UK, PI, NSC 87-2413-H-126-001, 1997-1998.
14. Human Factors Evaluation on Children's Playground Safety. NSC 86-2418-H-126-004-T, PI, 1997.
15. Effects of training and transfer, Providence University, PI, 1996-1997.
16. Effect of Irrelevant Spatial Information on Human Information Processing. Social Science and Education Panel, CUHK, PI, 1994-1995.
17. A Psychological Analysis of Some factors Mediating Skilled Human Performance. UKHK Joint Research Schema, British Council, UK, PI, 1994-1996.

## **Entrepreneurship Competition**

- 2018 Longterm IoT Entrepreneurship Competition, Masterpiece Award
- 2007 Longterm Entrepreneurship Competition, Final List

## **Academic Activity & Service**

- 2019 *Silver Cooking Design Workshop* (Dept. of Industrial Design of USC, Dept of Food Science, Nutrition, and Nutraceutical Biotechnology of USC, and School of Occupational Therapy of NTU), PI, 2019.
- 2019 Taiwan Motor Neuron Disease Association, Committee, 2019-2020.
- 2017 *Silver Happiness Workshop* (Dept. of Industrial Design of USC, and School of Occupational Therapy of NTU), PI, 2017.
- 2016 *The Happiness Design Workshop*, Koln international School of Design (KISD) of Cologne University of Applied Sciences, Koln, German, PI, 2016.
- 2016 SCU 2016 Applied Psychology Conference - Design Psychology: Align with Users and Business Objectives. Co-share conference planning with Dept. of Psychology, SCU.

- 2015 Symposium on Data-Driven User Experience Research and Design, Co-share conference planning with Dept. of Psychology, SCU.
- 2015 *Workshop on Creative Assistive Product Design*, Co-share workshop planning with School of Occupational Therapy of NTU.
- 2013 Taipei Expo Foundation, China Productivity Center, Green Planet Blog – City Agriculture Technology & Service, Selection Committee.
- 2012 *Workshop Cognitive Solution to Universal Design*. PI.
- 2012 The 2012 E-commerce Conference on User Experience Research and Design, Co-share conference planning with Dept. of Psychology, SCU
- 2012 World Design Summer Camp, Hong Kong Design Center, Hong Kong, Workshop Invited Lecturer, 2012.
- 2011 YDW Workshop Experience Design Above XYZ, Workshop proposal & planning.
- 2011 Open HCI Workshop 2011 Invited Speaker.
- 2011 Symposium on User Experience Research, Co-share conference planning with Dept. of Psychology, SCU.
- 2010 MOBILEHEROES Competition by Ministry of Economic Affairs, ROC, Android User Interface Design, Invited Lecturer.
- 2010 2010 MOBILEHEROES Competition by Ministry of Economic Affairs, ROC, Android User Interface Design Competition, Selection Committee
- 2008 ICT Platform Entrepreneurship Project, Institute for Information Industry, Consultant.
- 2008 Taiwan Design Research Institute, Symposium on User Analysis, Invited Speaker.
- 2007 2007 Symposium on Applied Psychology and Design, Co-share conference planning with Dept. of Psychology, SCU.

## **Academic Review & Journal Editor**

- Chinese Journal of Psychology, Ad hoc Reviewer, 2005, 2006, 2019
- It is my pleasure. 2018 SCID Annual Journal, Associate Editor, 2018
- Journal of Quantitative Research, Editor, 2006-2007
- *Psychological Testing*, Ad hoc Reviewer, 2007-2008
- ROC Ministry of Science and Technology, Research Grant Reviewer, 1997-2000, 2005-2012
- ROC Ministry of Education, Cognitive Psychology Oversea Study Scholarship, Selection Committee, 2006
- ROC Ministry of Education, Design Oversea Study Scholarship, Selection Committee, 2006
- Cognitive Psychology, Book Publication Ad hoc Reviewer, 2004
- Journal of Design, Ad hoc Reviewer, 2004
- Chinese Journal of Applied Psychology, Guest Editorial Committee 1997-2005

- Chinese Journal of Applied Psychology, Human Factors Special Edition, Editor, 1997
- Quarterly Journal of Experimental Psychology, UK, Ad hoc Reviewer, 2002
- The Chinese University of Hong Kong, Research Grant Reviewer Committee, 1995
- Journal of Experimental Psychology: Learning, Memory & Cognition, USA, Ad hoc Reviewer, 1999-2002
- Theoretical issues in stimulus-response compatibility, Amsterdam: North Holland, Book Publication Reviewer, 1995

## Conference/Book/ Journal Publication

1. Tou, L. & Lu, C.-H. (2019) Local Customs Used in Marriage Service Design, 2019 International Design Conference: Communication Medium Now & Future, Taipei, 2019.
2. Lee, Y. & Lu, C.-H. (2019) The New Chatbot Design, 2019 International Design Conference: Communication Medium Now & Future, Taipei, 2019.
3. Lin, P., Cheng, L., Lin, C., & Lu, C.-H. (2019) Usability Test on ALS Smart Communication Systems, 2019 International Design Conference: Communication Medium Now & Future, Taipei, 2019.
4. Lu, C.-H., Chu, C., & Mao, H. (2019) Cooking Design, SCID, Taipei, ISBN 978-957-629-375-7.
5. Lu, C.-H., Lee, C., Kuan, J, Huang, H., & Chou, W (2019) Strategic Marketing Design, SCID, Taipei, ISBN 978-986-964-439-6.
6. Lu, C.-H., Cheng, Y., & Lu, H. (2019) Focus Group, SCID, Taipei, ISBN 978-957-629-323-4.
7. Lu, H. & Lu, C.-H. (2018) The Influence of Robot Interactive Education with Active Participation on Children's Learning Effect Preschool Age —A Case Study on Robot Zenbo, 2018 International Design Conference: New Object, Taipei, 2018.
8. Lu, C.-H., Lin, K. & Heidkamp, P. (2018) Design Journey of Happiness, SCID, Taipei, ISBN 978-986-96443-8-9.
9. Lu, C.-H. & Lin, P. (2018) Happiness Design, The 2018 Taiwan Association of Industrial and Organizational Psychology (TAIOP) Inaugural and International Conference, Taipei, 2018.
10. Lin, Y. & Lu, C.-H. (2017) Applying the Metaphorical Vocabulary and Engineering Method of Architecture to Product Design, Praxes Design Journal, vol. 11, pp.192-211.
11. Lu, C.-H. & Mao, H. (2017) Design for the Silver's Happiness, SCID, Taipei, ISBN 978-986-95005-01-7.
12. Lo, Y., Ge, Y., & Lu, C.-H. (2016) Seeing and Creating User Experience by Data: Case Study on Shopping 99. Praxes Design Journal, vol. 10, pp.1-17.

13. Lu, C.-H. (2016) The Application of Eye Tracking Technique on Design Research and Teaching, Symposium on Tobii Pro Eye Tracker, The 55<sup>th</sup> Annual Meeting of Taiwanese Psychological Association, Taiwan, 2016.
14. Lu, C.-H. (2016) How People See the Value of Design. 2016 Applied Psychology Conference - Design Psychology: Align with User and Business Objective, Taipei, 2016.
15. Lo, Y., Ge, Y., & Lu, C.-H. (2015) Creating User Experiences with Data Insight, 2015 International Design Conference: re-endowment, Taiwan, 2015
16. Lo, Y., Ge, Y., & Lu, C.-H. (2015) Gender Design in cross-cultural context, Symposium on Data Driven User Experiences Design and Research, Taiwan, 2015
17. Lin, Y. & Lu, C.-H. (2015) Design Needs and Analysis: Design Case - Replaceable Drum Parts Design. 2015 International Design Conference: re-endowment, Taiwan, 2015
18. Chang, P., Lu, C.-H., & Chen, C. (2013) Cognitive Process of Self-Service Interface Design, 2013 Ming Chung University International Design Conference, Taipei, 2013
19. Wu, C. & Lu, C.-H. (2013) Interaction Experience To-Go, Praxes Design Journal, vol. 7, pp.128-151.
20. Lu, C.-H. (2012) User Experiences Design, The 2012 E-commerce Conference on User Experience Research and Design, Taipei, 2012
21. Chang, Y. & Lu, C.-H. (2012) Influence of Field-Oriented Interface Design on Subjective Judgement of Information Complexity - Case study on Dinning App, 2012 International Design Conference: Order in Disorder, Taipei, 2012
22. Wu, C. & Lu, C.-H. (2012) Interaction Experience To-Go, 2012 International Design Conference: Order in Disorder, Taipei, 2012
23. Chang, Y. & Lu, C.-H. (2012) Influences of Icon Size and Reach on the Task Performance of Touch Panel, 2012 International Design Conference: Order in Disorder, Taipei, 2012
24. Huang, H. & Lu, C.-H. (2011) Universal Design of Refrigerator for the Elders, 2011 IXDDA Interactive Experience Design & Digital Archive Service / Application Conference, Taipei, 2011
25. Ko, Y. & Lu, C.-H. (2011) Privacy Design of Airport Waiting Area for the Business Travelers, 2011 IXDDA Interactive Experience Design & Digital Archive Service/Application Conference, Taipei, 2011
26. Lai, R. & Lu, C.-H. (2011) Green Thinking of Museum Commercial Gift Design, 2011 International Design Conference: Fermentation in Design, Taipei, 2011
27. Cheng, Y. & Lu, C.-H. (2010) Fun Design › BECOMING 2010 International Design Conference, Taipei, 2010
28. Shu, Y. & Lu, C.-H. (2008) How Conditional Limits Affect Product Features, design in Design 2008 International Design Conference, Taipei, 2008

29. Liu, K. & Lu, C.-H. (2008) Designer's Creativity and PM Capacity, design in Design 2008 International Design Conference, Taipei, 2008
30. Cheng, H. & Lu, C.-H. (2008) Congruency Effect of Product Feature and Nickname on Memory, design in Design 2008 International Design Conference, Taipei, 2008
31. Lin, Y., Lu, C.-H., & Cheng, S. (2008) Subjective and Objective Attention to Bicycle Feature Design, Ming-Chung University 2008 International Design Conference, Taipei, 2008
32. Lu, C.-H. & Chang, K.T (2007). Impacts of attention capture, aesthetics experience, and preference on recognition memory, The 46<sup>th</sup> Annual Meeting of Taiwanese Psychological Association, Taiwan, 2007
33. Lin, I. F., Chou, Y. U., Cheng, S. C., & Lu, C.-H. (2007). Comparison between Product Images Created by Global and Local features of Bicycle. The 46<sup>th</sup> Annual Meeting of Taiwanese Psychological Association, Taiwan, 2007.
34. Huang, F., Chang, K., Lu, C.-H. (2007) Brand Image of Mobile Feature Design, 2007 International Design Conference: Digital Media Ultra Vision, Taipei, 2007
35. Lo, M., Chang, K., & Lu, C.-H. (2007) Influence of Brand Image Familiarity on Product Feature Identity, 2007 International Design Conference: Digital Media Ultra Vision, Taipei, 2007
36. Shung, W.C., Chung, S. H., & Lu, C.-H. & (2006). Impacts of Musical Emotion on Creativity. The 45<sup>th</sup> Annual Meeting of Taiwanese Psychological Association, Taiwan.
37. Dan, S. & Lu, C.-H. (2006). Urban City Bike Design, The 45<sup>th</sup> Annual Meeting of Taiwanese Psychological Association, Taiwan, 2006.
38. Lu, C.-H., & Proctor, R.W. (2001). Influence of Irrelevant Information on Human Performance: Effects of S-R Association Strength and Relative Timing. Quarterly Journal of Experimental Psychology. 54A, 95-136. SSCI
39. Proctor, R.W. & Lu, C.-H.(1999). Processing Irrelevant Location Information: Practice and Transfer Effects in Choice-Reaction Tasks. Memory & Cognition, 27, 63-77. SSCI
40. Lu, C.-H. & Proctor, R. W. (1999). Ramifications of contemporary research on stimulus-response compatibility for design of human-machine interfaces. In M. Scerbo and M. Mouloua (Eds.) Automation Technology and Human Performance: Current Research and Trends. Pp. 307-313. Lawrence Erlbaum Associates, Publishers.
41. Lu, C. -H. (1997). Correspondence effects for irrelevant information in choice-reaction tasks: Characterizing the stimulus-response relations and the processing dynamics. In B. Hommel and W. Prinz (Eds). Theoretical issues in stimulus-response compatibility. Pp. 85 -118. Amsterdam: North Holland.
42. Lu, C. -H., & Proctor, R. W. (1995). The influence of irrelevant location information on performance: A review of the Simon and spatial Stroop tasks. Psychonomic Bulletin & Review, 2, 174-207. SSCI

43. Proctor, R. W., Lu, C. -H., Wang, H., Dutta, A. (1995). Activation of response codes to varying degrees by relevant and irrelevant stimulus information. Acta Psychologica, 90, 275-286. SSCI
  44. Lu, C. -H., & Proctor, R. W. (1994). Processing of an irrelevant location dimension as a function of the relevant stimulus dimension. Journal of Experimental Psychology: Human Perception and Performance, 20, 286-298. SSCI
  45. Proctor, R. W., Lu, C. -H., Van Zandt, T., & Weeks, D. J. (1994). Affordances, codes, and decision processes: A response to Michaels (1993). Journal of Experimental Psychology: Human Perception and Performance, 20, 452-455. SSCI
  46. Proctor, R. W., & Lu, C. -H. (1994). Referential coding and attention shifting accounts of the Simon effect. Psychological Research/Psychologische Forschung, 56, 185-195. SSCI
  47. Lu, C. -H. (1994). The effect of decay function of verbal stimuli on human information processing. Proceeding of the 1994 meeting of the Asia-Pacific IE & CIIE Society. Taiwan, The Asia-Pacific IE & CIIE Society.
  48. Proctor, R. W., Van Zandt, T, Lu, C. -H. & Weeks, D. J. (1993). Stimulus-response compatibility for moving stimuli: Perception of affordances or directional coding? Journal of Experimental Psychology: Human Perception and Performance, 19, 81-91. SSCI
  49. Proctor, R. W., Lu, C. -H. & Van Zandt, T. (1992). Enhancement of the Simon effect by response precuing. Acta Psychologica, 81, 53-74. SSCI
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