JIA (JOY) LIU

Instructional Assistant Professor | Graphic Design, UX/UI, Human-Computer Interaction

Texas A&M University, College Station, Texas | jialiu79@yahoo.com | (347) 446-4164

Research areas: AI-assisted usability evaluation; remote and unmoderated UX research; multilingual and inclusive UX; UX/UI design; Human-Computer Interaction

RESEARCH PROFILE & SELECTED IMPACT

- My interdisciplinary research combines human–computer interaction, UX/UI design, and artificial intelligence to develop and evaluate human-centered methodologies for AI-assisted usability testing, multilingual interaction, and inclusive digital experiences.
- 2025 systematic review, "AI in Automated and Remote UX Evaluation: A Systematic Review (2014–2024)," synthesized 55 peer-reviewed studies and developed a functional framework for AI-supported UX evaluation.
- The 2025 systematic review has received 3,723 full-text accesses, 15 Google Scholar citations, and 8 Crossref citations as of September 2026; it has been independently cited in subsequent CHI 2026, AVI 2026, and HCII/DUXU 2026 research.
- Competitive research support includes an ACM SIGDOC Career Advancement Research Grant and multiple principal-investigator research grants supporting AI-assisted UX evaluation, multilingual UX research, and institutional usability studies.

EDUCATION

Master of Fine Arts (M.F.A.), Set Design | University of Mississippi, Oxford, MS, U.S.A. **May 2005**

Bachelor of Engineering (B.E.), Industrial Design **Jul 2001**
East China University of Science and Technology, Shanghai, China

ACADEMIC APPOINTMENTS

Instructional Assistant Professor **Sep 2026–Present**
Texas A&M University, College of Performance, Visualization & Fine Arts
Section of Art and Design
College Station, TX

- Teach graphic design and related courses; conduct UX/UI research connecting research methods, emerging AI technologies, and real-world design practice.
- Contribute to section, college, and university service activities.

Assistant Professor (Tenure Track) **Aug 2023–Aug 2026**
University of Houston-Victoria (now Texas A&M University-Victoria)
Victoria, TX

- Served as Director of the Graphic Design Program, leading comprehensive curriculum revision and program development.
- Taught undergraduate and graduate courses in design foundations, graphic design, UX/UI, AI in design, motion graphics, publication design, and senior portfolio.
- Conducted research on usability evaluation, remote unmoderated testing, and applications of AI in UX research; served as principal investigator on externally and internally funded projects.
- Led university-level curriculum governance as Chair of the Undergraduate Affairs Committee and contributed to development of the new BA in Graphic Design program.

Assistant Professor (Tenure Track) **Aug 2020–Jul 2023**
Xi'an Jiaotong-Liverpool University, Department of Industrial Design
Suzhou, China

- Taught undergraduate and graduate courses in design research, visual communication, and advanced design visualization, guiding students in research methodology, concept development, and the application of design research to creative practice.
- Served as module leader, Program Progress Committee member, and department visual design coordinator; conducted research on AI in graphic design and VR-enhanced design education.

Graduate Teaching Assistant **Aug 2002–May 2005**
University of Mississippi, Department of Theatre Arts
Oxford, MS

- Received full financial aid and a Graduate Fellowship for three years, assisted faculty with instruction, grading, classroom preparation, and theatre studio operations.

PEER-REVIEWED PUBLICATIONS & PROCEEDINGS

- **Jia Liu**. "Framework for Inclusive UX: Refined Prompt Engineering and Multilingual Chatbots for Unmoderated Usability Testing." *Human-Computer Interaction International 2026*, Springer LNCS 16713, pp. 313–330
- **Jia Liu**. "AI in Automated and Remote UX Evaluation: A Systematic Review (2014–2024)." *Advances in Human-Computer Interaction*, vol. 2025, DOI: 10.1155/ahci/7442179 **— 3,723 full-text accesses; 15 Google Scholar citations; 8 Crossref citations (Sep 2026)**
- **Jia Liu**. "AI-Powered Automated and Remote UX Evaluation Methods: A Systematic Literature Review." *SIGDOC '25: 43rd ACM International Conference on Design of Communication*, 2025
- **Jia Liu; Shujun Jiang**. "Comparative Analysis of Usability Evaluation Methods for University Website: Implications for Student Recruitment." *HCI International 2025 / Designing Interactive Systems and Emerging Technologies*, Springer LNCS 15798, pp. 187–203; DOI 10.1007/978-3-031-93233-5_14
- **Jia Liu**. "Enhancing Peer Engagement and Creative Thinking in Graphic Design Class Through Figma: An Action Research." *International Journal of Science, Engineering and Management*, vol. 10, no. 11, pp. 50–54
- **Yanhu Han; Xiaobo Xu; Yu Zhao; Xiaoping Wang; Zeyu Chen; Jia Liu**. "Impact of Consumer Preference on the Decision-making of Prefabricated Building Developers." *Journal of Civil Engineering and Management*, vol. 28, no. 3, pp. 166–176, 2022
- **Jia Liu; Sicheng Li; Shengpei Ren**. "Crowdfunding for the Environmentally Sustainable Products: An Exploratory Case Study Approach." *21st Wuhan International Conference on E-Business (WHICEB 2022)*, 2022
- **Jia Liu**. "Development of an Intelligent Office Chair by Combining Vibrotactile and Visual Feedback." *Journal of Physics: Conference Series / 4th International Conference on Aeronautical, Aerospace and Mechanical Engineering (AAME 2021)*, 2021 **— Excellent Oral Presentation Award**

PEER REVIEW & JUDGING

- Proposal & Proceedings Reviewer, 43rd ACM International Conference on Design of Communication (SIGDOC '25), 2025.
- Student Research Competition Reviewer, 43rd ACM International Conference on Design of Communication (SIGDOC '25), 2025.
- Peer Reviewer, International Journal of Educational Research Open (Elsevier).
- Judge, 2026 Congressional Art Competition, Texas's 27th Congressional District.

RESEARCH GRANTS AND FUNDED PROJECTS

- Principal Investigator, ACM SIGDOC Career Advancement Research Grant, "Operationalizing Linguistic Equity in UX Evaluation: Multilingual AI Assistants for Inclusive Communication Design," 2025.
- Principal Investigator, Internal Research Grant, University of Houston-Victoria, "Enhancing Remote Usability Testing Through the Integration of Large Language Models: An Experimental Study," 2025–2026.
- Principal Investigator, UHV Title III Grant, "Course Redesign of DSGN 1303 Design Foundation III (AI and Visual Design Tools)," 2024.
- Principal Investigator, Junior Faculty Summer Research Grant, University of Houston-Victoria, "Optimizing Prospective Student User Experience: An Evaluation of UHV's Website through User Experience Questionnaire and Usability Testing," 2024.

- Principal Investigator, Summer Undergraduate Research Fellowship, Xi'an Jiaotong-Liverpool University, "Assessing the Quality-in-Use of Bilibili's Mobile App UI Design," 2023.
- Principal Investigator, Teaching Development Fund, Xi'an Jiaotong-Liverpool University, "Adopting Web-based Decision Support System (DSS) in IND302 Design for Sustainability," 2022.
- Principal Investigator, Research Development Fund, Xi'an Jiaotong-Liverpool University, "Development of an Intelligent Office Chair with Visualizing Posture Feedback for Adjusting Sitting Behaviour," 2021.

SELECTED CREATIVE AND SCHOLARLY AWARDS

- Design Team Member, 2024 Luxury Lifestyle Award for Best Luxury Commercial Interior Design, Basement Never Sleeps Nightclub & Gallery, Benwu Studio, Shanghai, China.
- Best Exhibition Design Award, Nanjing College Student Design Competition, 2023.
- Third Prize, Exhibition Design Competition, Nanjing College Student Design Competition, 2020.
- Excellent Oral Presentation Award, 4th International Conference on Aeronautical, Aerospace and Mechanical Engineering (AAME), 2021.

SELECTED RESEARCH AND CREATIVE PROJECTS

- AI-Assisted and Multilingual UX Evaluation (2025–2026): Led funded research integrating large language models, refined prompt engineering, and multilingual AI chatbots into remote usability testing, developing and evaluating methods to advance inclusive, human-centered UX research.
- University Website Usability Evaluation (2024–2025): Led a funded university website UX evaluation study as Principal Investigator, combining questionnaires, remote usability testing, and heuristic evaluation, with findings published in Springer's HCII 2025 proceedings.
- Interdisciplinary Exhibition and Spatial Experience Design (2020–2024): Led award-winning interdisciplinary exhibition design projects at XJTLU, earning First Prize in 2023 and Third Prize in 2020, and contributed to Shanghai's Basement Never Sleeps Nightclub & Gallery, recipient of the 2024 Luxury Lifestyle Award for Best Luxury Commercial Interior Design.
- Community-Engaged Design and Student Collaboration (2026): Advised students on a community-based rebranding project for Theatre Victoria, applying human-centered design principles to support its 50th-anniversary visual identity.

ACADEMIC LEADERSHIP & INSTITUTIONAL SERVICE

- Leader, Curriculum Development for New BA in Graphic Design Program, UHV/TAMUV.
- Chair, Undergraduate Affairs Committee, UHV/TAMUV, 2025-2026. Led university-level review and coordination of undergraduate curriculum proposals across academic units.
- Mentor, Quality Enhancement Plan (QEP), UHV/TAMUV, 2025–2026.

PROFESSIONAL & INDUSTRY EXPERIENCE

Chief Designer / Co-Founder | Nature Home Design Studio, Dubai, U.A.E. **May 2013–Jan 2019**

- Directed the studio's visual strategy, branding, design systems, and UX/UI concept development for commercial projects.
- Oversaw client projects for design quality, consistency, and brand integrity; mentored designers and established professional design standards.

Visual Communication Designer | Amity University Dubai, Dubai, U.A.E. **Feb 2019–Jul 2020**

- Translated marketing and communication goals into multi-channel visual assets for web, social, print, and motion while maintaining institutional brand consistency.

Visual Communication Designer **Nov 2010–Jun 2012**
American University of Sharjah, Department of Media & Printing, Sharjah, U.A.E.

- Produced visual communication materials across print and digital channels and collaborated with university stakeholders on design briefs, feedback, and production timelines.

Virtual Studio Scenic Designer | Shanghai TV Station, Shanghai, China **Aug 2001–Jul 2002**

- Created 3D virtual sets for television production and provided technical support for studio camera, lighting, and program production.

SELECTED TEACHING

- Texas A&M University: Typography; Graphic Design II; Motion Graphics.
- UHV/TAMUV: AI-Powered Tools in Graphic Design; Principles of UX/UI and Mobile App Design; Advanced UX/UI (Web Development & Design); Communication Design and Design Systems; Design Senior Portfolio; Motion Graphics; Publication Design (graduate level)
- Xi'an Jiaotong-Liverpool University: Design Communication; User-Focused Research; Final Year Project; Design Research Project (graduate level); Advanced Design Visualization and Communication (graduate level).

PROFESSIONAL MEMBERSHIPS, CERTIFICATES & TECHNICAL SKILLS

- Professional memberships: Association for Computing Machinery (ACM); ACM Special Interest Group for Design of Communication (SIGDOC); Chartered Society of Designers.
- Certificates: Google AI Professional Certificate (2024); Google UX Design Professional Certificate (2024); Generative AI for Educators Certificate, Google/MIT RAISE (2024); ACUE Certificate in Effective Teaching Practices (in progress).
- Technical-skills:

  Design and visualization: Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects, XD), Figma, motion graphics, 3D virtual-set design.

  AI and computational workflows: OpenAI API, API integration, AI-assisted ideation and workflow integration, HTML/CSS.

  UX and research methods: Usability evaluation, remote and unmoderated testing, survey research, heuristic evaluation, multilingual UX research.

LINK TO MY WORK AND STUDENT WORK:

https://www.joyjialiu.com/