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ACADEMIC EMPLOYMENT & LEADERSHIP

Associate Professor of Digital Rhetoric & Global Design, 2016-present
Assistant Professor of Digital Media Studies, 2011- 2016
Communication Program of School of Interdisciplinary Arts & Sciences (IAS), University of Washington Tacoma
Global Innovation & Design Lab, University of Washington Tacoma, 2018-present
Associate Director, Global Innovation & Design Lab
University of Washington Tacoma, 2021-2022
Elected Vice Chair, Faculty Assembly
University of Washington Tacoma, 2022-present

Affiliate Full Professor of HCI (Human-Computer Interaction) & Social Computing
School of Computer Science, Fudan University, China, September 2016-August 2019

Assistant Professor of Technical Communication & Professional Writing
English Department, Miami University, August 2008-August 2011
Interactive Media Studies Affiliate, September 2008-August 2011
Co-Director & Co-Founder, Center for Research in User Experience (CRUX)
Miami University, October 2009-August 2011

Assistant Professor of Digital Rhetoric & Professional Writing
Writing Department, Grand Valley State University, August 2004-May 2008
East Asian Studies Affiliate, September 2004-May 2008
Internship Coordinator
Writing Department of Grand Valley State University, Spring 2006-May 2008

Instructor / Teaching Assistant
Department of Language, Literature & Communication, Rensselaer Polytechnic Institute, 2000-2003
Humanities Department, Michigan Technological University, 1998-2000

EDUCATION

Ph.D. in Communication and Rhetoric / Human-Computer Interaction —Rensselaer Polytechnic Institute, August 2004
Certificate in Human-Computer Interaction, May 2003
Certificate in Graphics, Dec. 2002
Dissertation: *Expanding the Scope of Localization: A Cultural Usability Perspective on Mobile Text Messaging Use in American and Chinese Contexts*

*2005 Conference on College Composition and Communication (CCCC) Outstanding Dissertation Award in Technical Communication

*2004 Best Localisation Thesis Award

M.S. in Rhetoric and Technical Communication —Michigan Technological University, May 2000

M.A. Candidate of Western Aesthetics —Fudan University, Shanghai, PRC, Sept. 1997-June 1998

B.A. in Chinese Literature —Fudan University, Shanghai, PRC, June 1997

HONORS & AWARDS

- Jay R. Gould Award for Excellence in Teaching, Society for Technical Communication, 2022
- Best Book in Technical or Scientific Communication Award by NCTE (National Council of Teachers of English): 2022, 2013
- 2022 Conference on College Composition and Communication (CCCC) Advancement of Knowledge Award
- 2022 Conference on College Composition and Communication (CCCC) Research Impact Award
- 2017 Theodore von Kármán Fellowship, RWTH Aachen University, Germany
- Nell Ann Picket Award for the Best Article of *Technical Communication Quarterly*, 2006
- Department Nominee for the Pew Teaching with Technology Award of Grand Valley State University, 2006
- Conference on College Composition and Communication (CCCC) Outstanding Dissertation Award in Technical Communication, 2005
- The 8th Annual Localisation Research Centre Best Thesis Award, University of Limerick, Ireland, 2004
- Wagner Memorial Dissertation Fellowship, 2003-2004
- Society for Technical Communication (STC) Graduate Student Scholarship, 2003-2004
- Doctoral Symposium, the 2003 ACM Conference on Universal Usability
- Doctoral Consortium, CHI 2003 Conference on Human Factors in Computing Systems
- Member of Sigma Tau Chi, 2002
- GuangHua Scholarship, 1997
- First Prize, “YongLeBei” Film Review Competition of Shanghai, 1995

PUBLICATIONS

Books

1. Sun, H. (2020). *Global social media design: Bridging differences across cultures*. New York: Oxford University Press. 288 pages.

*2022 NCTE Best Book in Technical or Scientific Communication Award

*2022 CCCC Advancement of Knowledge Award

*2022 CCCC Research Impact Award

Reviews:

- 1) Pagliaccio, S. (Mar. 2022). *User Experience Magazine of UXPA*.

- 2) Brzezinski, J. (Mar. 2021). CHOICE: Current Reviews for Academic Libraries, 58 (7), p. 691
 - 3) Wynn, E. & Vallo Hult, H. H. (2019). Qualitative & Critical Research in Information Systems and Human-Computer Interaction: Divergent and Convergent Paths. Foundations and Trends in Information Systems, v.3#4. Boston, MA: Now Publishers.
2. Sun, H. (2012). *Cross-cultural technology design: Creating culture-sensitive technology for local users*. New York: Oxford University Press. 352 pages.
 *2013 NCTE Best Book in Technical or Scientific Communication Award
 Reviews:
- 1) Wynn, E. & Vallo Hult, H. H. (2019). Qualitative & Critical Research in Information Systems and Human-Computer Interaction: Divergent and Convergent Paths. Foundations and Trends in Information Systems, v.3#4. Boston, MA: Now Publishers
 - 2) Labriola, J. (2014). *Communication Design Quarterly*, 2(3), 40-42.
 - 3) Gomes, M. (2014). *Journal of Business and Technical Communication*, 28(3), 401-404.
 - 4) Hyde, C. (2013). *International Journal of Sociotechnology and Knowledge Development*, 5(3), 74-76.
 - 5) Quesenbery, W. (2013). *User Experience Magazine*, 13(3), 30.
 - 6) Rowan, R. (2013). *Technical Communication Quarterly*, 22(2), 191-194.
 - 7) Brown-Hoekstra, K. (2012). *Technical Communication*, 59(4), 351.
- Media coverage:
 Cardini, P. (July 10, 2015). How local influences drive design in the digital age. Fast Company | Co.Design. <http://www.fastcodesign.com/3048364/how-local-influences-drive-design-in-the-digital-age>
3. Sun, P., Sun, H., & Yang, H. (2012). *Xian dai jing ji xie zuo (Contemporary Business Writing)*. 4e. Zhejiang University Press, PRC.
 4. Sun, H., Xie, Y., & Sun, P. (Eds.), (2008). *Da xue yu wen (College Chinese Reader)*. Zhejiang University Press, PRC.

Edited Journals

1. Sun, H. & Getto, G. Eds. (2017). *Technical Communication* 64(2): Special Issue on “Localizing User Experience: Strategies, practices, and techniques for culturally sensitive design.”
2. Getto, G. & Sun, H. Eds. (2017). Special Issue of *Journal of Rhetoric, Professional Communication & Globalization* 8(1): “Designing for Everyday Life in a Global Context.”

Refereed Journal Articles

1. Loya, M., Jones, S., Sun, H., & Furman, R. (2017). Silent Struggles - The plight of undocumented students in social work education. *Journal of Global Social Welfare* 4(4), pp. 199-207.
2. Sun, H. (2015). Operationalizing culture with design cards: Translating critical knowledge into provocative insights. *Journal of Rhetoric, Professional Communication, and Globalization*, 7(1), pp. 61-78.

3. Sun, H. & Hart-Davidson, W. (2014). Binding the material and the discursive with a relational approach of affordances. ACM SIGCHI (Computer-Human Interaction) 2014 Annual Conference (22% acceptance rate). 3533-3542. [Journal equivalence]
4. Sun, H. (2013). Sina Weibo of China: From a copycat to a local uptake of a global technology assemblage. *International Journal of Sociotechnology and Knowledge Development*, 5(4), 27-37.
5. Sun, H. (2009). Towards a rhetoric of locale: Localizing mobile messaging technology into everyday life. *Journal of Technical Writing and Communication*, 39(2), 245-261.
*Nominated for the 2010 NCTE Best Article on Philosophy or Theory of Technical or Scientific Communication by journal editor
6. Sun, H. (2006). The triumph of users: Achieving cultural usability goals with user localization. *Technical Communication Quarterly*, 15(4), 457-481.
*2006 Nell Ann Picket Award for the Best Article of *Technical Communication Quarterly*
7. Sun, H. (1998). Regarded as simulacrum: The aesthetic role of women in contemporary culture. *Journal of Zhejiang University (Social Science Edition)*, PRC, 12(1), 68-72.
8. Sun, H. (Fall 1995). Unable to part from the Song of Youth: Reading several female growing-up stories. *Youth Journal*, PRC, 32-34.

Refereed Proceedings Articles

1. Sun, H. (2019). *From User Experience to Engagement: New Direction in Professional Communication and HCI*. Proceedings of IEEE ProComm 2019. NJ: IEEE, 2 pages.
2. Sun, H. (2019). *Workshop: Engaging Cultural Differences for Global Design*. Proceedings of IEEE ProComm 2019. NJ: IEEE, 2 pages.
3. Goethe, Niksirat, Hirskyj-Douglas, Sun, Law, & Ren. (2019). From UX to Engagement: Connecting Theory and Practice, Addressing Ethics and Diversity. HCI International 2019 Proceedings, Universal Access in Human-Computer Interaction. Berlin: Springer-Verlag, 10 pages.
4. Sun, H. (2016). *Fans as creative mass for user localization and open innovation*. Proceedings of IEEE ProComm 2016. NJ: IEEE, 2 pages.
5. Sun, H. (2013). Tracing technology diffusion of social media with culturally localized user experience approach. Design, User Experience and Usability/HCI International 2013 Conference Proceedings, LNCS 8013, Springer-Verlag, 115-120.
6. Sun, H. (2012). The case of Facebook Japan: Cross-cultural design in postcolonial conditions. Proceedings of the 30th ACM international conference on Design of communication. New York: ACM: 367-368.
7. Sun, H. (2011). Designing for social commerce experience as cultural consumption. HCI International 2011 Proceedings, LNCS 6775, Internationalization, Design and Global Development. Berlin: Springer-Verlag, 402-406.
8. Sun, H. (2009). Designing for a dialogic view of interpretations in cross-cultural IT design. HCI International 2009 Proceedings, LNCS 5623. Berlin: Springer-Verlag, 108-116.
9. Sun, H. (2007). An activity approach to cross-cultural design. HCI International 2007 Proceedings, Volume 10, LNCS 4559: HCI and Culture. Berlin: Springer-Verlag, 196-205.
10. Sun, H. (2003). Bring socio-cultural contexts into activities: A localization study of mobile text messaging use. ACM SIGCAPH Newsletter, 75, 19-20.
11. Sun, H. (2003). Exploring cultural usability: A localization case study of mobile text messaging use. CHI 2003 Extended Abstracts. NY: ACM, 670-671.
12. Sun, H. (2002). Exploring cultural usability. Proceedings of IEEE International Professional Communication Conference (IPCC) 2002, Portland, OR, 319-330.

13. Sun, H. (2002). Why cultural contexts are missing: A rhetorical critique of localization practices. Proceedings of STC 49th Annual Conference, Nashville, TN, 8 pages.
14. Sun, H. (2001). Building a culturally-competent corporate Web site: An exploratory study of cultural markers in multilingual Web design. Proceedings of ACM Special Interest Group for Design of Communications (SIGDOC) 2001, Santa Fe, NM, 95-102.

Non-Refereed Articles

1. Sun, H. (2022). Bridging Cultural Differences with Critical Design in a Globalized World (course), ACM SIGCHI 2022 Extended Abstracts, 2 pages. New York, NY: ACM.
2. Niksirat, Sarcar, Sun, Law, Clemmensen, Bardzell, Oulasvirta, Silpasuwanchai, Light, & Ren. (2018). Approaching Engagement towards Human-Engaged Computing (SIG), ACM SIGCHI 2018 Extended Abstracts, 4 pages. New York, NY: ACM.
3. Getto, G. & Sun, H. (2017). Guest Editorial of “Designing for Everyday Life in a Global Context.” *Journal of Rhetoric, Professional Communication, and Globalization* 10(1), pp. 1-4.
4. Sun, H. & Getto, G. (2017). Guest Editorial of “Localizing User Experience: Strategies, Practices, and Techniques for Culturally Sensitive Design.” *Technical Communication* 64(2). pp. 89-94.
5. Sun, H. (2015). Text messaging. In A. Esarey, & R. Kluver (Eds.), *The Internet in China: Cultural, political, and social dimensions* (pp. 155-160). Great Barrington, MA: Berkshire.
6. Sun, H. (2009). Book Review of *Digital Korea*. *Journal of Business and Technical Communication*. 23(3), 372-375.
7. Sun, H. (Dec. 2004, invited submission). Understanding the localisation process of mobile text messaging on a cultural circuit. *Localisation Focus*, 3 (4), 9.
*Reprinted in *Localisation Reader 2005-2006* (2006), 165. Localisation Research Centre and Multilingual Computing.

Popular Press and Media

1. Sun, H. (May-June 2021, Invited Submission). Empowering from within: Uttering voices and planting seeds. *Intercom* for the Society of Technical Communication | Special Issue on Inclusive Design.
2. Sun, H. (Oct.5, 2020). How WeChat’s design turned it into a global powerhouse—and a Trump target. <https://www.fastcompany.com/90559888/wechat-tiktok-ban-trump-chinese-americans>
3. Sun, H. (Sept.16, 2020). Banning apps like TikTok and WeChat is a good way to ensure a country will trail in tech leadership and profits. *The Conversation*. <https://theconversation.com/banning-apps-like-tiktok-and-wechat-is-a-good-way-to-ensure-a-country-will-trail-in-tech-leadership-and-profits-145821>
Syndicated in 24 publications including National Interest Magazine and regional newspaper such as Albany Times Union-NY, Fairfield Citizen-CT, Idaho Press-Tribune, Houston Chronicle, and San Antonio Express.
4. Sun, H. (2017). Growth Development: A Chinese Chasing Game to More Users. *User Experience Magazine of UXPA*. 17(3). <http://uxpamagazine.org/growth-development/>
5. Sun, H. (2016). Innovating with Fans: Social Games and Technology Design. *User Experience Magazine of UXPA*. 16(4). <http://uxpamagazine.org/issue/16-4/>

Selected Feature Articles

Sun, H. (Jan. 1999). First experiences as a technical communicator in America.

TechniScribe, 8-9.

Sun, H. (Mar. 1998). Profile for an academician. *East Sea Literature Journal*, PRC, 86-88.

Sun, H. (Oct. 1997). Technical communication in China: Past and future. *TechniScribe*, 4-5.
Sun, H. & Sun, P. (Feb. 1997). Striving for excellence. *Science Bimonthly*, PRC, 45-46.

Selected Essays

Sun, H. (Apr. 7, 2003) On the road to spring. *Shenzhen Weekly*, PRC, No.317, 15.
Sun, H. (June 22, 1997). Expecting summer. *Xinmin Evening Paper*, PRC, Page 14.
Sun, H. (Nov. 29, 1995). Film review: Revisiting *Little Flower*. *Zhejiang Education Weekly*, PRC, Page 4.

Interviews & Profiles

Room 42. (2021). What Social Media Means for Technical Communicators.
<https://tccamp.org/episodes/what-social-media-means-for-technical-communicators/>
Global Innovation & Design Lab. (2020). Deepening empathy through design: Applied learning with the North Pierce County Community Coalition.
<https://depts.washington.edu/globalid/news/deepening-empathy-through-design-applied-learning-with-the-north-pierce-county-community-coalition/>
Sun, H. (2017). Interview with Huatong Sun. *connexions • international professional communication journal*, 5(1), 2017. 13 pages.
Stahl, H. (2016). Self-reflection in learning and teaching—Huatong Sun. Center for Teaching and Learning of UW 2015/2016 Annual Report, p. 7.
http://www.washington.edu/teaching/files/2016/10/CTL_AnnualReport_2015-16.pdf

PRESENTATIONS

Conference Presentations

1. Li, X. & Sun, H. (May 2022). *Designing Trustworthy Live Commerce Experience: Opportunities for Content Designers and Technical Communicators*. STC (Society for Technical Communication) Technical Communication Summit, Chicago, IL.
2. Sun, H. (Mar. 2022). *Decolonizing Rhetoric and Writing: Asian and Asian American Perspectives | Designing with Discursive Affordances for Local Empowerment*. Conference on College Composition and Communication (CCCC) 2022, online.
3. Sun, H. (Oct., 2021). *Reflections on Teaching Community-Engaged Design Projects for Social-Justice-Oriented Design*. CPTSC (Council for Programs in Technical and Scientific Communication) 2021 Annual Conference.
4. Sun, H. (Oct., 2021). *Empowering from Within: Planting Seeds Mutually for Inclusive Design with a Rural Coalition*. ACM SIGDOC 2021 Local Hub, Tacoma, WA.
5. Sun, H. (Sept. 2021—trip cancelled due to COVID-19). *Designing Technology Affordances as Culturally Sustaining Value Propositions for Global Innovations*. UXPA (User Experience Professional Association) International Conference 2021, Baltimore, MD.
6. Sun, H. (June 2021). *Reshaping Crossroads into a Design Square: Engaging Cultural Differences for Empowering Design*. HCIC (Human-Computer Interaction Consortium) 2021.
7. Sun, H. (June 2021). *Infrastructure as a Relational Property: Articulating Sensitizing Relations for Global Design*. 2021 Association of Teachers of Technical Writing (ATTW) Conference.
8. Sun, H. (Nov. 2020). *Engaging cultural differences for empowering design*. 2020 Puget Sound World Usability Day Conference.
9. Sun, H. (May 2020). *Driving Global Growth of Mobile Products with Culturally Sustaining Design*. STC Technical Communication Summit, Bellevue, WA.

10. Sun, H. (Mar. 2020—conference cancelled due to COVID-19). *Infrastructure as a Relational Property: Articulating Sensitizing Relations for Global Design*. 2020 ATTW Conference, Milwaukee, WI.
11. Sun, H. (Mar. 2020—conference cancelled due to COVID-19). *Critical Reflexivity on Commonplaces: Engaging Cultural Differences & Reshaping Crossroads into a Design Square*. CCCC 2020, Milwaukee, WI.
12. Sun, H. (July 2019). *From User Experience to Engagement: New Direction in Professional Communication and HCI*. IEEE ProComm 2019, Aachen, Germany.
13. Sun, H. (trip cancelled). *Reshaping Crossroads into a Design Square: Cultivating Design Advocacy and Empowerment to Engage Cultural Differences*. HASTAC (the Humanities, Arts, Science, and Technology Alliance and Collaboratory) 2019, Vancouver, Canada.
14. Sun, H. (Nov. 2018). *Global Design and Innovation Driven by Softer Values*. Design Thinking Research Symposium 12 (DTRS12), Ulsan, South Korea.
15. Sun, H. (Mar. 2018). Cross-Cultural, Multilingual and Localized Design (Panel), SXSW 2018, Interactive Track, Austin, TX.
16. Sun, H. (Mar. 2017). *Articulating discursive affordances as value propositions for global innovation*. 2017 Association of Teachers of Technical Writing (ATTW) Conference. Portland, OR.
17. Sun, H. (Oct. 2016). *Teaching critical design and CSS coding with a website localization project*. Association of Business Communication (ABC) 81th Annual International Conference. Albuquerque, NM.
18. Sun, H. (Oct. 2016). *Creating a culturally sensitive user experience for global users*. Technical Communication Conference for Practitioners and Academics. Tacoma, WA.
19. Sun, H. (Oct. 2016). *Fans as creative mass for user localization and open innovation*. IEEE ProComm 2016, Austin, TX.
20. Sun, H. (Apr. 2016). *From activity to practice, from sensitizing concepts to sensitizing relations: A practice-theoretic design approach for advocacy and empowerment*. 2016 ATTW Conference. Houston, TX.
21. Sun, H. (Oct. 2015). *Who is your client? The dynamics of incorporating client-based projects into professional and business writing courses (group panel)*. Association of Business Communication (ABC) 80th Annual International Conference. Seattle, WA.
22. Sun, H. & Tenenberg, J. (June 2015). *From descriptive to generative, from critical to creative: Introducing theory-informed design methodology to beginner designers*. 2015 HCIC (Human Computer Interaction Consortium) Workshop. Watsonville, CA.
23. Sun, H. (Apr. 2015). *Articulating discursive affordances through global competition*. WUN Understanding Global Digital Cultures Conference 2015, Hong Kong.
24. Sun, H. (May 2014). *Local uptakes of a global assemblage of genre: Affordances and the global competition of mobile SNS apps*. ICA (International Communication Association) Mobile Preconference, Seattle, WA.
25. Sun, H. & Hart-Davidson, W. (May 2014). *Binding the material and the discursive with a relational approach of affordances*. ACM SIGCHI 2014 Annual Conference, Toronto, Canada.
26. Sun, H. (Oct. 2013). *Critical design sensibility in postcolonial conditions*. Internet Research 14.0, Denver, CO.
27. Sun, H. (Jul. 2013). *Tracing technology diffusion of social media with culturally localized user experience approach*. HCI International 2013, Las Vegas, NV.
28. Sun, H. (Mar. 2013). *Struggle & Coercion: Reshaping Local Political Discourses with Social Media*. Conference on College Composition and Communication 2013, Las Vegas, NV.

29. Sun, H. (Sept. 2012). *Negotiating culturally sensitive service-learning design in a milieu of diverse cultures*. Annual Conference of the Council for Programs in Technical and Scientific Communication (CPTSC) 2012, Houghton, MI.
30. Sun, H. (June 2012). *Local uptakes of a global assemblage of genre: Investigating emerging technology in a glocalization age*. Genre 2012 Conference, Ottawa, Canada.
31. Sun, H. (Mar. 2012). *Tracing the local development of social networking services with a culturally sensitive design approach in a glocalization age*. 2012 ATTW Conference, St. Louis, MO.
32. Sun, H. (Jul. 2011). *Designing for social commerce experience as cultural consumption*. HCI International 2011, Orlando, FL.
33. Sun, H. (Apr. 2011). *Articulating local voices: A dialogic pedagogy of production for creating culturally sensitive design*. 2011 ATTW Conference, Atlanta, GA.
34. Sun, H. (Apr. 2011). *Local uptakes of global discourse: Nurturing glocal literacies*. Conference on College Composition and Communication 2011, Atlanta, GA.
35. Sun, H. (Feb. 2010). *Connecting with distant cultures: A dialogic pedagogy of information design*. Alumni Teaching Scholars Teaching and Learning Symposium, Miami University, Oxford, OH.
36. Sun, H. (Nov. 2009). *Dui ben di de xin mei ti xie zuo de quan qiu xing si kao (Thinking globally of local new media writing practices)*. 2009 Annual Convention of China New Media Communication Association (CNMCA), Beijing, PRC.
37. Sun, H. (Jul. 2009). *Designing for a dialogic view of interpretations in cross-cultural IT design*. HCI International 2009, San Diego, CA.
38. Sun, H. (Oct. 2007). *Promoting professional writing in a blended writing department with internship program*. The 34th Annual Meeting of the Council for Programs in Technical and Scientific Communication, Greenville, NC.
39. Sun, H. (Jul. 2007). *An activity approach to cross-cultural design*. HCI International 2007, Beijing, PRC.
40. Sun, H. (May 2007). *Linking design to rhetoric: Developing a pedagogy of production for writing new media*. Computers and Writing 2007, Detroit, MI.
41. Sun, H. (Mar. 2006). *Consuming technologies in everyday life: Understanding user experience as cultural consumption*. 2006 ATTW Conference, Chicago, IL.
42. Sun, H. (Mar. 2006). *Cultures of adult learners: Contributions to the academy*. Panel chair at the 2006 CCCC, Chicago, IL.
43. Sun, H. (Oct. 2005). *The emerging genre of mobile text messages: A comparative genre analysis between two cultural contexts*. Internet Researchers 6.0: Internet Generations, Chicago, IL.
44. Sun, H. (June 2005). *Localizing mobile messaging technologies into everyday life: A comparative study between American & Chinese contexts*. Hong Kong Mobility Roundtable 2005, Hong Kong.
45. Sun, H. (May 2004). *New chocolate, new technology: Mobile text messaging and young women*. International Communication Association 2004 Convention, New Orleans, LA.
46. Sun, H. (Dec. 2003). *Cultural usability: Investigating social-cultural contexts of writing practices*. ATTW Panel for 2003 MLA Convention, San Diego, CA.
47. Sun, H. (Nov. 2003). *Exploring cultural usability: A localization case study of mobile text messaging use*. Doctoral Symposium of the ACM Conference on Universal Usability 2003, Vancouver BC, Canada.
48. Sun, H. (Nov. 2003). *Investigating ruling passions behind mobile texts*. Graduate Student Conference on Digital Literacy and New Media of Wayne State University, Detroit, MI.

49. Sun, H. (Apr. 2003). *Mobile phones as emotional devices: Balancing work and personal life with mobile messaging*. HumaniTech Graduate Conference of University at Albany, Albany, NY.
50. Sun, H. (Apr. 2003). *Exploring cultural usability: A localization case study of mobile text messaging use*. Doctoral Consortium of the CHI 2003 Conference on Human Factors in Computing Systems, Fort Lauderdale, FL.
51. Sun, H. (Mar. 2003). *Exploring cultural usability: A localization case study of mobile text messaging use*. Research Network of 2003 ATTW Conference, New York, NY.
52. Sun, H. (Mar. 2003). *Critical discourse analysis— Theory and application*. Panel chair at the 2003 CCCC, New York, NY.
53. Sun, H. (Sept. 2002). *Exploring cultural usability*. IEEE IPCC 2002, Portland, OR.
54. Sun, H. (May 2002). *Why cultural contexts are missing: A rhetorical critique of localization practices*. STC 49th Annual Conference, Nashville, TN.
55. Sun, H. (May 2002). *Considering culture and gender in technical communication*. Panel chair at STC 49th Annual Conference, Nashville, TN.
56. Sun, H. (Oct. 2001). *Building a culturally-competent corporate Web site: An exploratory study of cultural markers in multilingual Web design*. ACM SIGDOC 2001, Santa Fe, NM.

Poster Presentations

1. Sun, H. (Oct. 2012). *The case of Facebook Japan: Cross-cultural design in postcolonial conditions*. ACM SIGDOC 2012, Seattle, WA.
2. Sun, H. (Apr. 2010). *Connecting with distant cultures: A dialogic pedagogy of information design*. Teaching and Learning Expo, Miami University, Oxford, OH.
3. Sun, H. (Nov. 2003). *Exploring cultural usability: A localization case study of mobile text messaging use*. ACM Conference on Universal Usability 2003, Vancouver BC, Canada.
4. Sun, H. (Apr. 2003). *Exploring cultural usability: A localization case study of mobile text messaging use*. CHI 2003 Conference on Human Factors in Computing Systems, Fort Lauderdale, FL.

Workshop Participation

1. Sun, H., Rose, E., & Tenenberg, J. (Apr. 2019). Curriculum Planning Retreat, Washington Center at the Evergreen State College. North Bend, WA.
2. Sun, H. (Feb. 2017). *CSCW in China and Beyond*. ACM Conference on Computer Supported Cooperative Work (CSCW) 2017 Workshop, Portland, OR.
3. Sun, H. (Feb. 2016). *Large-scale collaborative projects to affect societal change*. ACM Conference on Computer Supported Cooperative Work (CSCW) 2016 Workshop, San Francisco, CA.
4. Sun, H. (Apr. 2015). *How WEIRD is HCI? Extending HCI principles to other countries and cultures*. ACM SIGCHI 2015 Workshop, Seoul, Korea.
5. Sun, H. (Nov. 2004). *Designing technologies to support complexities of subjective experiences*. Paper presented at the workshop of the 2004 ACM CSCW: Representations of Digital Identity, Chicago, IL.

Invited Speeches

1. Sun, H. (June 2022). *ICWSM and the Global Research Community* (Diversity Panel), 2022 International Conference on Web and Social Media (ICWSM), AAAI (Association for the Advancement of Artificial Intelligence).
2. Sun, H. (May 2022). Industry Professionals Panel. 8th Annual Women in User Experience Conference. WiUX, University of Washington.

3. Sun, H. (May 2021). *Engaging Cultural Differences for Global Design*. Asian American & Pacific Islander Heritage Month Series. Sam Houston State University.
4. Sun, H. (Mar. 2021). *Culturally sustaining design & innovation for inclusivity: Bridging differences with Discursive Affordances*. ICGlobal Inclusive Innovation Series, Hugh Downs School of Human Communication of Arizona State University.
5. Sun, H. (Dec. 2020). *Driving Global Growth of Mobile Products with Culturally Sustaining Design*. 2020 Chinese Forum of Technical Communication / Technical Communication Series, School of Software and Microelectronics of Peking University
6. Sun, H. (Nov. 2018). *Engaging cultural differences for global design*. Fudan University, China.
7. Sun, H. (Mar. 2018). *Celebrating 45 Years of ATTW: What Have We Learned, and How Might We Learn Further* (Plenary Session), 2018 ATTW Conference, Kansas City, KS.
8. Sun, H. (Mar. 2018). *Designing Culturally Sustaining Value Propositions for Global Innovations*, Cross-Cultural Management Summit 2018, Orlando, FL.
9. Sun, H. (Nov. 2017). *Upholding global cultural diversity with a practice-oriented critical design approach*. International Workshop on Human-Engaged Computing, Kochi University of Technology, Japan.
10. Sun, H. (July 2017). *Cross-Cultural Technology Design in a Globalized World*. Theodore von Kármán Fellow Lecture at RWTH Aachen University, Germany.
11. Sun, H. (June 2017). *Mobile Apps for Social Network Services: Articulating discursive affordances as value propositions for global innovation*. School of Business and Social Sciences of Aarhus University, Denmark.
12. Sun, H. (June 2017). *Fan-driven Innovation in China and South Korea*. Theodore von Kármán Fellow Lecture at RWTH Aachen University, Germany.
13. Sun, H. (Aug. 2016). *Cross-cultural social media design: A practice-oriented critical design approach to cultural difference*. Fudan University, China.
14. Sun, H. (July, 2016). *Negotiating design thinking and program innovation through TC localization*. 1st Teaching Symposium of Technical Communication in China. Nanjing, China.
15. Sun, H. (Apr. 2015). *Integrating action and meaning in cross-cultural social media design*. CheLeTong (mobile app platform for car drivers) Co., Hangzhou.
16. Sun, H. (Apr. 2015). *Integrating action and meaning in cross-cultural social media design*. Kochi University of Technology, Japan.
17. Sun, H. (Feb. 2014). *Integrating action and meaning in cross-cultural social media design*. Puget Sound SIGCHI, Seattle, WA.
18. Sun, H. (Mar. 2013). *Integrating action and meaning through a Culturally Localized UX*. ConveyUX, Seattle, WA.
19. Sun, H. (Apr. 2006). *Think globally of local writing practices*. 2006 Writing:: Digital Knowledge Conference, WIDE Research Center of Michigan State University.

Workshops, Seminars & SIGs Offered

1. Sun, H. & Fraiberg, S. (May 2023). *Rhetorics of Entrepreneurship, Innovation, and Design: Envisioning a Diversity Discourse of Technical and Professional Communication in Ever-Changing Global Context*. RSA (Rhetoric Society of America) Summer Institute 2023, University Park, Pennsylvania State University.
2. Sun, H. (Oct. 2022). *Engaging Cultural Differences for Empowering Design*. ABC (Association for Business Communication) 87th Annual International Conference, Tampa, FL.
3. Sun, H. (May 2022). *Engaging Cultural Differences for Empowering Design*. STC (Society for Technical Communication) Technical Communication Summit 2022, Chicago, IL.

4. Sun, H. (May 2022). *Bridging Cultural Differences with Critical Design in a Globalized World*. ACM SIGCHI 2022.
5. Sun, H. (Mar. 2022). *Engaging Cultural Differences for Empowering Design*. CCCC 2022, Online.
6. Sun, H. (October 2021). *Engaging Cultural Differences for Empowering Design in a Globalized World*. ACM SIGDOC 2021.
7. Sun, H. (August 2021, August 2020— cancelled due to COVID-19). *Engaging Cultural Differences for Empowering Design*. UXPA (User Experience Professional Association) International Conference 2021, Baltimore, MD.
8. Sun, H. (Mar. 2021—accepted proposal was cut due to the change of conference format). *Engaging Cultural Differences for Empowering Design*. Conference on College Composition and Communication 2021, Spokane, WA.
9. Sun, H. (May 2020—workshop cancelled due to COVID-19). *Engaging Cultural Differences for Empowering Design*. STC (Society for Technical Communication) Technical Communication Summit, Bellevue, WA.
10. Sun, H. (Mar. 2020—conference cancelled due to COVID-19). *Engaging Cultural Differences for Global Design*. Conference on College Composition and Communication 2020, Milwaukee, WI.
11. Sun, H. (July 2019). *Engaging Cultural Differences for Global Design*. IEEE ProComm 2019, Aachen, Germany.
12. Niksirat, Sarcar, **Sun**, Law, Clemmensen, Bardzell, Oulasvirta, Silpasuwanchai, Light, & Ren. (Apr. 2018). Approaching Engagement towards Human-Engaged Computing (SIG), ACM SIGCHI 2018 Conference, Montreal, Canada.
13. Sun, H. (June 2017). *Efficient, effective, engaging, & empowering: Culturally sensitive design for global users*. Preconference course, UXPA International Conference 2017, Toronto, Canada. (Cancelled due to international paperwork delay)
14. Sun, H. (Aug. 2016). *Creating culturally sensitive user experience for global users*. Fudan University, China.
15. Sun, H. (Apr. 2015). *Analyzing digital design in a cross-cultural framework*. Kochi University of Technology, Japan.
16. Sun, H. (Mar. 2015). *Analyzing digital writing in a cross-cultural framework*. ATTW Research Methods Workshop, Tampa, FL.

Guest Lecturer

1. Zoom talk. Advanced Technical Communication (graduate course). University of Washington Seattle, Feb. 3, 2022.
2. Skype talk. International Technical Communication (graduate course). North Carolina State University, Oct. 3, 2016.
3. Skype talk. Technical Writing (graduate course). University of Dayton, Nov. 19, 2012.
4. *Designing for Culturally Localized User Experience (CLUE)*. Technology and Culture (graduate course), Miami University, Oct. 2009.
5. *Comparing communication practices between U.S. and China*. Chinese Business Seminar I, Miami University, Mar. 2009.
6. *Cultural dimension of interface design*. Hypermedia Design and Development (graduate course) and Intro to Hypermedia Computing, Rensselaer Polytechnic Institute, Mar. 2003.

University Colloquia & Local Talks

Grit City Think&Drink Series: *Global Competition of Social Messaging Platforms: WhatsApp, WeChat, LINE, & KakaoTalk*. April 2020.

Center for Data Science (CWDS) Seminar Series: *Fandom, consumption, and innovation: Case studies of social media towards an alternative design/innovation paradigm*. Oct. 2015.
IAS Brownbag Series: *Integrating action and meaning in cross-cultural social media design*. May 2014.
UWT Teaching Forum: *Service-learning at an urban university*. Co-facilitated with Michelle Kowalczyk. Feb. 2014.

GRANTS

Total Grants Awarded: \$83, 610

- Anti-racist Programs and Pedagogies Grant of CPTSC (Council for Programs in Technical and Scientific Communication), PI, 2021, \$2,000.
- Interdisciplinary Teaching and Scholarship Collaboration (ITaSC) Grant, CO-PI, 2020, \$6,000.
- SIAS Research Improvement Fund, University of Washington Tacoma, 2020, \$3,940.
- Faculty Fellows Award, CO-PI, Office of Community Partnerships, University of Washington Tacoma, 2020, \$9, 400.
- SIAS Research Improvement Fund, University of Washington Tacoma, 2019, \$3,411.
- SIAS Research Improvement Fund, University of Washington Tacoma, 2018, \$1,962.
- Theodore von Kármán Fellowship, RWTH Aachen University, Germany, 2017, 5,000 euros
- SIAS Research Improvement Fund, University of Washington Tacoma, March 2016, \$1,250.
- Bamford Fellowship in Global Engagement, Institute of Global Engagement, University of Washington Tacoma, “Interpreting the Meaning of ICT Initiatives in Rural Primary Schools: A Case Study on the ConnectED,” 2015, \$1,000 (faculty supervisor stipend).
- IAS Research Improvement Fund, University of Washington Tacoma, “Cross-cultural social media design book project,” December 2014, \$3, 000.
- Royalty Research Fund, University of Washington, PI. “Cross-cultural social media design: Critical design for networked sociality in a global village,” June 2014. \$15, 243.
- Culture, Art & Communication (CAC) Division’s Intellectual Enhancement Fund, Co-PI. Professional Communication Speaker Series, 2014, \$1,025.
- IAS Research Fund, University of Washington Tacoma, “Cross-cultural social media design in postcolonial conditions,” 2013, \$1,345.
- Chancellor’s Fund –Summer Research Camp Fellow, University of Washington Tacoma, 2013, \$7,223.
- Community Engagement Grant for Course Redesign, Center for Leadership & Social Responsibility, Milgard School of Business, University of Washington Tacoma, 2012, \$2, 000.
- Philip and Elaina Hampton Fund for Faculty International Initiatives, Miami University, 2009, \$3,000, “A Study of the Educational Needs of Offshore Outsourcing Technical Communicators in China.”
- Development Grant for Internship Program, Career Services, Grand Valley State University, 2008, \$1,800.
- Intercultural Studies Faculty Development Grant, Padnos International Center, Grand Valley State University, 2007, \$850.

- Summer Research Stipend, Faculty Research & Development Center, Grand Valley State University, 2005, \$5,000, “A Comparative Case Study of Emerging Writing Practices on Wireless Phones.”
- Research Grant-in-Aid, Faculty Research & Development Center, Grand Valley State University, May-Dec.2005, \$2,725, “A Comparative Case Study of Emerging Writing Practices on Wireless Phones.”
- Pew Scholar Teacher Award Grant, CO-PI, Faculty Teaching & Learning Center, Grand Valley State University, 2005, \$5,646, “Developing Graduation with Distinction Program for Writing Majors.”
- Intercultural Studies Faculty Development Grant, Padnos International Center, Grand Valley State University, 2005, \$500.
- Discretionary Grant, Padnos International Center, Grand Valley State University, 2005, \$290.

TEACHING

*Jay R. Gould Award for Excellence in Teaching Technical Communication, Society for Technical Communication, 2022

University of Washington Tacoma

TCOM 220 Social Media (online & in person)
 TCOM 320 Principles of Web Design (online & in-person)
 TCOM 330 Mobile Communication & Social Practice (online & in-person)
 TCOM 350 Editing and Design for Print Media (online & in-person)
 TCOM 420 Advanced Web Design (online & in-person)
 TGID 420 Reflective Design Portfolio (hybrid)
 TWRT 440 Cross-Cultural Communication Design
 TCOM 490A Internship
 TIAS 496A Internship

Curriculum Development

Innovation & Design Minor
 TCOM 220 Social Media
 TCOM 320 Principles of Web Design
 TCOM 330 Mobile Communication & Social Practice
 TCOM 420 Advanced Web Design
 TWRT 440 Cross-cultural Communication Design
 TGID 420 Reflective Design Portfolio

Free Community Workshop

The Summer of STEAM: Web Design with Creative Confidence (summer camp for girls): June 24-28, 2019, half-day week camp for girls of 12-16, 14 students participated

Miami University

ENG 315 Business Writing
 ENG 411 Visual Rhetoric for Scientific & Technical Communicators
 ENG 697 Information Design

Grand Valley State University

WRT 150 Strategies in Writing

WRT 200 Intro to Professional Writing
WRT 251 Document Design and Production
WRT 305 Writing in the Disciplines (online)
WRT 350 Business Communication
WRT 351 Writing for the WWW
WRT 380 Special Topics: Multimedia Writing
WRT 380 Special Topics: User-Centered Content Development
WRT 490 Writing Internship

Rensselaer Polytechnic Institute

WRIT 1110 Writing for Classroom and Careers—ESL
COMM 1969 Communication and Information Technology (TA)
WRIT 4961 Advanced Content Development for WWW (TA)

Michigan Technological University

HU 333 Introduction to Technical Communication
HU 101t A Course in Reading and Writing
HU 102 Writing from Sources
HU 101 Introduction to College Composition and Communication
Computer Graphics in Advertising, Summer Youth Program
Computer Programming in HTML, Summer Youth Program

PROFESSIONAL EXPERIENCE

- **Senior Research Fellow**, Armstrong Institute for Interactive Media Studies of Miami University, August 2011-2013
- **Visiting Researcher**, Telecommunication Research Center of Zhejiang University, Hangzhou, China, May 2003 – 2008
- **Research Assistant**, NSF Project of Connected Kids Information System for Troy, NY, May 2003 – May 2004
- **Web Developer Intern**, *Object Technology International Inc./IBM*, Phoenix, AZ, May-Aug. 2001
- **Online Editor Intern**, NASA Electronics Tech Briefs Web Magazine, NY, Nov. 1998-Feb.1999
- **Video Lab Manager**, Humanities Dept. of Michigan Technological University, Fall 1998-Spring 1999
- **Director Assistant**, Undergraduate Scientific & Technical Communication Program, Michigan Technological University, Spring 1999
- **Journalist Intern**, *Qianjiang Evening News*, PRC, May-July 1996
- **Chief Editor**, *Fudan Youth*, PRC, Sept. 1994- May 1995
- **Contract Technical Writer**, No.2 Food Products Company of Hangzhou, PRC, Winter 1993
- **Contract Technical Writer**, Audit Bureau of the Aviation Company of China, July-Aug.1992

SERVICE

Service to School

Vice Chair of Faculty Assembly, University of Washington Tacoma, 2022-present

Review Committee, Arts & Humanities Thesis and Dissertation Awards, Graduate School,
 University of Washington, 2022
 Faculty Council of RACE, EQUITY, AND JUSTICE (FCREJ), Tri-Campus, University of
 Washington, 2022-present
 Research Advisory Committee, Executive Council of Faculty Assembly, University of
 Washington Tacoma, 2019-2021
 Global Honors Faculty Council, University of Washington Tacoma, 2013-2021
 Executive Committee of Global Innovation and Design Lab, University of Washington Tacoma,
 2018-present
 Organizing Committee of 2019 Global Engagement Conference, University of Washington
 Tacoma, 2018-2019
 Lecturer Promotion Committee, SIAS, University of Washington Tacoma, 2019
 Communication Major Coordinator, School of Interdisciplinary Arts & Sciences, University of
 Washington Tacoma, January 2016-June 2017
 Technology Supervisor & Webmaster for CAC Online Newsletter, 2014-2016
 Executive Council of Faculty Assembly, University of Washington Tacoma, 2013-2016
 Diversity & Equity Fellow, Executive Council of Faculty Assembly, University of Washington
 Tacoma, 2014-2016
 Distinguished Research Award Committee of University of Washington Tacoma, 2015
 Lecturer Promotion Committee, SIAS, University of Washington Tacoma, 2015
 Search Committee & Interview Committee, Communication Law & Policy Search, University of
 Washington Tacoma, 2015
 Search Committee & Interview Committee, Technical Communication Search, University of
 Washington Tacoma, 2012
 Interview Committee, Communication Law & Policy Search, University of Washington Tacoma,
 2014
 Interview Committee, Director of Writing Search, University of Washington Tacoma, 2014
 Interview Committee, Environmental Studies Search, University of Washington Tacoma, 2013
 Interview Committee, Native American Studies Search, University of Washington Tacoma, 2013
 Interview Committee, Global Media Studies Search, University of Washington Tacoma, 2012
 Interview Committee, Technical Communication Search, University of Washington Tacoma,
 2011
 Graduate Committee, English Department, Miami University, 2010-2011
 Graduate Student Awards Committee, English Department, Miami University, 2010-2011
 Rhetoric & Writing Committee, English Department, Miami University, 2010-2011
 Technical Communication Committee, English Department, Miami University, 2010-2011
 ESL Subcommittee of the Composition Committee, English Department, Miami University,
 2010-2011
 Ad-hoc committee on interdisciplinary MA in digital communication, Miami University, 2010-
 2011
 Computers, Pedagogy, and Research Committee, English Department, Miami University, 2008-
 2010
 Master's Program of Technical & Scientific Communication (MTSC) Executive Committee,
 English Department, Miami University, 2008-2009
 Faculty Grievance Committee, Grand Valley State University, 2007-2008
 Faculty Advisor, Professional Writing Student Group of *Vinette*, Sept. 2006-May 2008
 Webmaster, East Asian Studies Program of Grand Valley State University, Jan. 2005-May 2008
 Search Committee, Professional Writing Search, Grand Valley State University, 2005-2006
 Doctorate Student Peer advisor, Department of Language, Literature, and Communication, RPI,
 2003

Service to Profession

Member, CPTSC Election Nominations Committee, 2022

Board Member, International Chinese Association of Computer-Human Interaction (ICACHI), 2018-present (re-elected in 2020)

Member-at-large, ATTW Executive Committee, 2015-2018

Founding Editorial Board Member, *Journal of Technical Communication & Social Justice*, 2021-present

Editorial Board Member, *Communication Design Quarterly*, 2018-present

Editorial Board Member, *Connexions • International Professional Communication Journal*, 2016-2018

Editorial Board Member, *Journal of Rhetoric, Professional Communication, and Globalization*, 2009-present

Sigma Tau Chi and Alpha Sigma Honor Societies Committee, STC, 2021

External Reviewer for Grant Proposal, Kuwait Foundation for the Advancement of Sciences (KFAS)

Advisory board of the Technical Communication track of Tongji University, Shanghai Conference Co-Chair, 2017 ATTW Conference

Program Committee of the 2016 ATTW Conference

Program Board of HCI International 2014, 2015, 2019, 2020, 2021: International Conference on Cross-Cultural Design

Program Committee of Chinese CHI 2015

Program Committee, ACM SIGDOC Annual International Conference, 2007, 2008, 2009, 2012

Experience Reports Chair, ACM SIGDOC Annual International Conference, 2012

Judge, ATTW Graduate Research Award, 2015, 2014

ATTW Committee on International Issues, 2009-present

Research Committee, ATTW, Apr.2006-2008

Judge, Best Article in *Technical Communication Quarterly* for 2007

Book Manuscript Reviewer: MIT Press 2021, University of Chicago Press 2013, Bedford /St Martin's, 2010, 2012

Manuscript Reviewer:

- ACM SIGCHI Annual International Conference, 2003, 2013, 2014, 2016, 2017
- ACM SIGDOC Annual International Conference, 2007, 2008, 2009, 2012
- *Technical Communication Quarterly*, 2009, 2011, 2012, 2013, 2014, 2020
- *Technical Communication*, 2009, 2011
- *Transactions on Social Computing*, 2021
- *International Journal of Human-Computer Interaction*, 2020
- *Rhetoric Society Quarterly*, 2019
- *Interacting with Computers*, 2017
- *New Media & Society*, 2014
- *International Journal of Intercultural Information Management*, 2012
- *Journal of Rhetoric, Professional Communication, and Globalization*, 2011
- *Journal of Family Communication*, 2009
- 5th Annual International Workshop on Internationalisation of Products and Systems (IWIPS), 2003

Proposal Reviewer

- International Conference on Cross-Cultural Design, 2013, 2014, 2019, 2020, 2021
- UXPA (User Experience Professional Association) International 2019, 2020
- Palgrave Macmillan 2018
- ATTW Annual Conference 2009, 2014
- Conference of Internet Research 14.0, 2013

- CCCC 2011
- Special Issue of *Technical Communication Quarterly*, 2006, 2013
- Stem of Usability and Information Design, STC's 51st Annual Conference, 2003

Textbook Proposal Reviewer: Longman, 2008; Bedford /St Martin's, 2007; Pearson Education/Prentice Hall, 2004

Board Member, the West Michigan Shore Chapter of STC, May 2006-May 2008

Vice President of Administration, RPI / Jay R. Gould Student Chapter of STC, Jan. 2003-Apr. 2004

Judge, Publications Competition of the STC Mohawk Chapter, NY, 2001

Coordinator, the 2nd Chinese Technical Communication Conference, Hangzhou, PRC, 1997

Service to Community

Technology Supervisor for *Collateral* Online Literary Magazine: 2014-2016

Webmaster, Chinese Association of West Michigan, Dec. 2005-July 2008

PROFESSIONAL DEVELOPMENT

Mental Health First Aid for Higher Education Workshop (8 hours), Pacific Lutheran University, Summer 2018

Computational Social Science Institute (one week), eScience Institute, University of Washington, June 2018

iTech Fellow, University of Washington Tacoma, June 2018

The OpEd Project Workshop (two days), University of Washington Tacoma, Spring 2017

Leading and Influencing as a Department Chair Workshop (one day), University of Washington Tacoma, winter 2016

Teaching Portfolio Workshop (one week), Grand Valley State University, May 2005

Grant Writing Workshop (two days), Grand Valley State University, Oct. 2004

PROFESSIONAL ASSOCIATIONS

ACM SIGCHI (Computer-Human Interaction)

ACM SIGDOC (Design of Communication)

Association of Teachers of Technical Writing

Conference on College Composition and Communication

Council for Programs in Technical and Scientific Communication (CPTSC)

Society for Technical Communication (STC)

Chinese Communication Association

International Chinese Association of Computer Human Interaction (ICACHI)