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# PIN SYM FOONG

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POST DOCTORAL FELLOW, SAW SWEE HOCK SCHOOL OF PUBLIC HEALTH  
NATIONAL UNIVERSITY OF SINGAPORE  
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## EDUCATION

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PHD, NATIONAL UNIVERSITY OF SINGAPORE, JAN 2014 – JAN 2018

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Supervisor: Assoc. Prof. Zhao Shengdong at the NUS-HCI Lab.

Advisors: Asst. Prof Alex Mitchell (Communications and New Media) and Prof. David Rosenblum (Dean, School of Computing)

Thesis: “A Framework for Interactive Systems to Support Dementia Care Volunteers”

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M. SC IN HCI DESIGN, UNIVERSITY OF INDIANA (BLOOMINGTON), 2006-2008

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Supervisor: Assoc. Prof Kay Connelly (Director Proactive Health Informatics Group)

Thesis: “Designing Technology for Sensitive Contexts: Supporting End-of-life Decision Making.”

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## RESEARCH STATEMENT

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I am interested in developing human-centred health technologies. My thesis is on how to support unfamiliar caregivers to deliver better care within the care home context. I was trained in the Social Sciences, and later in Human Computer Interaction. In my research career I draw on my multi-disciplinary, multi-cultural background to understand trajectories of technology use among older adults, and how age-linked changes affect our understanding of users and usability.

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## SELECTED PUBLICATIONS

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- **Foong, P. S.**, Zhao, S., Tan, F., & Williams, JJ. (2018). Harvesting Caregiving Intelligence: Design Considerations for Integrating Volunteer Input in Dementia Care. In Proceedings of the 2018 CHI Conference on Human Factors in Computing Systems. New York, NY, USA: ACM.
- **Foong, P. S.**, Parekh, V., Zhao, S., & Ramanathan, S. (2018). AVEID: Automatic Video System for Measuring Engagement in Dementia. In Proceedings of the ACM International Conference on Intelligent User Interfaces (IUI) Tokyo, JAPAN: ACM.
- **Foong, P. S.**, Zhao, S., Carlson, K., & Liu, Z. (2017). VITA: Towards Supporting Volunteer Interactions with Long-Term Care Residents with Dementia. In Proceedings of the 2017 CHI Conference on Human Factors in Computing Systems (pp. 6195–6207). New York, NY, USA: ACM. <https://doi.org/10.1145/3025453.3025776>

- **Foong, P. S.** (2016). The Value of the Life Course Perspective in the Design of Mobile Technologies for Older Adults. In S. S. Lim (Ed.), *Mobile Communication and the Family* (pp. 165–181). Springer Netherlands.
- Zhao, J. C., Davis, R. C., **Foong, P. S.**, & Zhao, S. (2015). CoFaçAde: A Customizable Assistive Approach for Elders and Their Helpers. In *Proceedings of the 33rd Annual ACM Conference on Human Factors in Computing Systems* (pp. 1583–1592). New York, NY, USA: ACM. <http://doi.org/10.1145/2702123.2702588>
- Applying Reflective Design to Digital Memorials International Workshop on Social Interaction and Mundane Technologies 2008

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## GRANTS

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- SGD 60,000 from Ministry of Education Singapore, Academic Research Fund (AcRF) Tier 1 Grant 251RES1617 2017
- SGD 150,000 from the Agency for Integrated Care, Community Silver Trust Grant, in cooperation with Villa Francis Home for the Aged 2015

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## TEACHING EXPERIENCE

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### TEACHING ASSOCIATE AT SINGAPORE UNIVERSITY OF SOCIAL SCIENCES 2017

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Topic: 'Technology in an Ageing Society', Elective Graduate Module (Gerontology)

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### INSTRUCTOR AT NATIONAL UNIVERSITY OF SINGAPORE: 2008 - 2013

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Topics: Introductory HCI, User Experience Design, Mobile Interaction Design  
 Developed and delivered module syllabi, coordinated teaching assistants, connected to industry partners, mentored students in international HCI design competitions (all finalists at CHI 2010, CHI 2012, UPA 2011, UPA 2012).

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### ADJUNCT LECTURER AT SCHOOL OF INFORMATION AND COMMUNICATION, NANYANG TECHNOLOGICAL UNIVERSITY: 2004 - 2006

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Topics: Developed and taught module for web development with a special emphasis on usability issues and client projects.

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### MULTIMEDIA LECTURER AT NANYANG ACADEMY OF FINE ARTS: 1999 - 2000

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Topics: Developed module Computing in Design, Interface Design, Web Design, Video and Audio Production, taught Javascript, Lingo, Flash and Director.  
 Responsible for student welfare and student project development, developed pioneer Internship programme with 100% placement success rate.

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## SELECTED TALKS

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- “Gerontechnology : The Experience of Older Adults and Technology” Singapore Tourism Board 2018
- “The Older Adult User Experience: Medical Adherence Case Study” Daimler StartupAutobahn Kick-Off Immersive Camp 2016
- “3 Tips for Designing Experiences for Older Adults” UP Singapore Active Ageing Hackathon 2015

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## SELECTED SERVICE

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- Associate Chair CHI 2019
- Organizing Committee UbiComp 2018
- Reviewer CHI 2016-present
- Associate Chair at CHI Late Breaking Work 2016
- Reviewer UIST 2016, CHI WIP 2015
- NUS Graduate School Board of Discipline (Graduate) Representative (2016-2017)
- Technical Committee Member for developing industry standards (SS 618 Guidelines on User Interface Design for Older Adults) for SPRING Singapore (2016).
- Member, Faculty Working Committee Practicum Grant for NUS Enterprise (2011-2014)

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## SKILLS & EXPERTISE

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User Experience, Interaction Design, Usability Testing, User Research, Qualitative Analysis Methods, Statistical Analysis with R, Fluent German.

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## RELEVANT INDUSTRY EXPERIENCE

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- Design Consultant (various projects): 2011-12
- Web Applications Developer at GFT AG (Frankfurt): 2001 - 2002
- Web Designer at Internet Appliance Inc.: 1998 - 1999
- Multimedia Developer at MediaCorp Pte Ltd: 1996 - 1998

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## HONORS AND AWARDS

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- NUS Graduate School of Integrated Sciences and Engineering PhD Scholarship (2014-2018)
- Teaching Award: Department of Communications and New Media, NUS June 2011
- Best Poster, Women in Science Poster Competition: Indiana University
- CHI Student Design Competition Finalist: ACM SIG CHI April 2007
- ASEAN Pre-U Scholarship: Public Service Commission, Singapore June 1990