

DOUG ZYTKO

Ph.D Candidate, Informatics, New Jersey Institute of Technology
daz2@njit.edu
609-313-8009
datingbydoug.com

Education

PhD, Informatics

New Jersey Institute of Technology
Spring 2018 (expected)

Dissertation: Evaluating Personality Compatibility with Potential Romantic Partners Online
Committee: Quentin Jones, Sukeshini A. Grandhi, Starr Roxanne Hiltz, D. Yvette Wohn, Louise Barkhuus

B.S., Information Technology

New Jersey Institute of Technology
Concentration in Network Security
May 2011
GPA: 3.96

Skills

UX Research

Competitive research/claims analysis, competitor testing, diary study, experiment design, experience sampling method (ESM), feature stubs (fake doors), prototype usability testing, semi-structured interviews, surveys, think aloud protocol, Wizard of Oz features

UX Design

Card sorting, interactive prototypes, personas, scenarios (e.g. problem, activity, key path), storyboards, wireframes

Software Skills

HTML, CSS, Axure, SPSS, Nvivo, Adobe Illustrator

Professional Experience

UX Researcher

New Jersey Institute of Technology — Newark, NJ
September 2011 – Present

- **Project:** *experiment of messaging interfaces in online dating systems*
- **Skills used:** experiment design, prototype usability tests, surveys, Wizard of Oz feature
- **Description:** Leading an experiment in which speed dating events are used as a setting for subjects to use various online dating system messaging interfaces before meeting face-to-face in order to assess how the interfaces facilitate personality evaluation.

- **Project:** *interview study of online dating coaches*
- **Skills used:** semi-structured interviewing (in-person and over voice/video chat)
- **Description:** Conducted an interview study (n=35) of online dating system-use strategies advocated by dating coaches. Dating apps studied include Tinder, OkCupid, match.com, POF, and eHarmony.
- **Project:** *interview study of OkCupid users*
- **Skills used:** semi-structured interviewing (in-person and over voice/video chat)
- **Description:** Led an interview study (n=41) of *OkCupid* users about their system-use strategies for impression management and impression formation.
- **Project:** *experiment of a group coalescing app interface*
- **Skills used:** experiment design, feature stubs, surveys, SPSS, Mechanical Turk
- **Description:** Assisted with the design of an experiment and led subsequent quantitative data analysis regarding variations of a mobile app interface intended to incite involvement in group activity participation related to users' social interests.
- **Project:** *experiment and diary study of mobile app for social group coordination*
- **Skills used:** diary study, semi-structured interviewing, experiment design, surveys, think aloud protocol
- **Description:** Assisted with semi-structured interviewing of college students about their social group-activity coordination history using a diary as an interview artifact. Then served as research assistant for an experiment in which social groups were exposed to different mobile solutions for activity coordination.

Instructor of UX Design

New Jersey Institute of Technology — Newark, NJ

September 2013 – August 2016

- Taught the UX Design course for undergraduate and graduate students for 7 semesters (in-person and fully online versions)
- UX design and research skills taught: competitive research/claims analysis, persona construction, scenario construction (e.g. problem, activity, and key path scenarios), card sorting, storyboarding, and Axure (wireframes and interactive low-fidelity prototypes)
- Former students were hired at IBM and AT&T to utilize skills learned in this course

Online Dating Consultant

Dating by Doug — New York, NY

June 2014 – May 2016

- Provided consulting services for Fractl, a content marketing agency, regarding the design of the mobile dating app *Stoke*. Consulting entailed three one-hour phone sessions, critique of high fidelity prototypes, and deliverables in the form of Axure wireframes.
- Provided consulting services for Fidelity Dating, an online dating website for singles that have been cheated on. Consulting entailed two one-hour phone sessions and critique of the website.
- Provided online dating coaching services to users about system-use strategies for impression management/formation

UX Designer

Trendsetter Media & Marketing — Freehold, NJ

May 2013 – August 2013

- Designed the minimum viable product (MVP) for VYDIA, a premier distribution network and monetization platform for music video content. Its parent company, Trendsetter Media & Marketing, is a high-growth startup in the music industry.

- Managed a visual designer

UX Designer

Coo-e — Newark, NJ

May 2012 – August 2012

- Designed the minimum viable product (MVP) for Coo-e, a mobile app solution to social group coordination.
- Managed two visual designers

Publications

Zytko, Doug, Sukeshini A. Grandhi, and Quentin Jones. 2016. The Coaches Said...What?: Analysis of Online Dating Strategies Recommended by Dating Coaches. In *Proceedings of the 19th International Conference on Supporting Group Work (GROUP)*, 385-397. ACM. Sanibel Island, Florida.

Zytko, Doug, Sukeshini A. Grandhi, and Quentin Jones. 2016. Online Dating Coaches' User Evaluation Strategies. In *Proceedings of the 34th Annual ACM Conference Extended Abstracts on Human Factors in Computing Systems (CHI)*, 1337-1343. ACM. San Jose, California.

Zytko, Doug, Sukeshini A. Grandhi, and Quentin Jones. 2015. Frustrations with Pursuing Casual Encounters through Online Dating. In *Proceedings of the 33rd Annual ACM Conference Extended Abstracts on Human Factors in Computing Systems (CHI)*, 1935-1940. ACM. Seoul, Korea.

Zytko, Doug, Guo Freeman, Sukeshini A. Grandhi, Susan C. Herring, and Quentin Gad Jones. 2015. Enhancing Evaluation of Potential Dates Online through Paired Collaborative Activities. In *Proceedings of the 18th ACM Conference on Computer Supported Cooperative Work & Social Computing (CSCW)*, 1849-1859. ACM. Vancouver, Canada.

Zytko, Doug, Jessa Lingel, Jeremy Birnholtz, Nicole B. Ellison, and Jeff Hancock. 2015. Online Dating as Pandora's Box: Methodological Issues for the CSCW Community. In *Proceedings of the 18th ACM Conference Companion on Computer Supported Cooperative Work & Social Computing (CSCW)*, 131-134. ACM. Vancouver, Canada.

Zytko, Doug, Sukeshini A. Grandhi, and Quentin Jones. 2014. Impression management struggles in online dating. In *Proceedings of the 19th International Conference on Supporting Group Work (GROUP)*, 53-62. ACM. Sanibel Island, Florida.

Ricken, Stephen, Sukeshini Grandhi, **Doug Zytko**, Starr Roxanne Hiltz, and Quentin Jones. 2014. Anyone for Bowling?: Coalescing for Shared Activities. In *Proceedings of the 18th International Conference on Supporting Group Work (GROUP)*, 122-130. ACM. Sanibel Island, Florida.

Zytko, Doug, Sukeshini A. Grandhi, and Quentin Jones. 2014. Impression Management and Formation in Online Dating Systems. In *Proceedings of the European Conference on Information Systems (ECIS)*, 1-10. AIS. Tel Aviv, Israel.

Zytko, Doug, Sukeshini A. Grandhi, and Quentin Gad Jones. 2014. Impression management through communication in online dating. In *Proceedings of the Companion Publication of the 17th ACM Conference on Computer Supported Cooperative Work & Social Computing (CSCW)*, 277-280. ACM. Baltimore, Maryland.

Invited Talks

How Tinder Girls in Taiwan Taught Me Semi-Structured Interview Skills

35th Annual ACM Conference on Human Factors in Computing Systems (CHI) — Denver, CO
May 2016

- Presentation about how my personal experience with using Tinder to meet platonic friends in Taiwan informed my qualitative research techniques

Project Rockstar Conference

Love Systems — New York, NY
August 2011

- Guest speaker for six hours over three days about leveraging social networking systems for romance
- Conference attendees included Love Systems “pickup artists” and leaders of the real estate and financial industries

Doctoral Colloquia

Zytko, Doug. 2016. Enhancing Evaluation of Potential Romantic Partners Online.

In *Proceedings of the 19th International Conference on Supporting Group Work (GROUP)*, 517-520. ACM. Sanibel Island, Florida.

Zytko, Doug. 2015. Evaluation of Potential Partners in Online Dating Systems for Face-to-Face Meetings. iConference. Newport Beach, California.

Workshops

Zytko, Doug, Sukeshini A. Grandhi, and Quentin Jones. 2016. Collaboration as Assessment Signal of Romantic Compatibility. At CSCW 2016, “Unpacking Social Signaling Theory for Social Computing Systems Analysis and Design” workshop. San Francisco, California.

Zytko, Doug, Sukeshini A. Grandhi, and Quentin Jones. 2015. The Influence of Social Stigma on Pursuing Casual Encounters in Dating Apps. At CSCW 2015, “Let’s Talk About Sex(Apps)” workshop. Vancouver, Canada.

Media and Press

Bettin Arndt. “Love online: The games people play in search of partner perfection.” *The Australian*, April 4, 2015.

Guest Lectures and Teaching Assistance

Guest Lecturer

Customer Discovery – New Jersey Institute of Technology (instructor: Quentin Jones)
Fall 2016

Guest Lecturer

Games for Learning and Simulation – University of Cincinnati (instructor: Guo Freeman)
Fall 2015

Teaching Assistant

Database Design Management and Applications — New Jersey Institute of Technology
Fall 2011 – Spring 2012 (4 semesters)

Honors

- 2011-Present: F/Rem and T/Rem Information Systems Grant
- 2010-2011: George Rust Scholarship
- 2010-2011: Dendrite Scholarship
- 2009-2011: PSE&G Honors Endowed Scholarship
- 2007-2011: NJIT Faculty Scholarship

Service

Invited Journal Reviewer

- Telematics and Informatics 2016
- Cyberpsychology: Journal of Psychosocial Research on Cyberspace 2016
- International Journal of Communication 2016

Conference Reviewer

- CHI 2014, 2015, 2016, 2017
- CSCW 2014, 2015, 2016, 2017

Student Volunteer

- CSCW 2013

Student Supervising and Mentoring

Undergraduate Students

- Danielle Tavella, New Jersey Institute of Technology, Fall 2015-Present
- Deep Patel, New Jersey Institute of Technology, Fall 2015-Present
- Jeffrey Batista, New Jersey Institute of Technology, Fall 2015
- Elisa Chen, New Jersey Institute of Technology, Spring 2014
- Srihari Rao, New Jersey Institute of Technology, Spring 2014