

# Cherie Sew

PhD Candidate in Human-Computer Interaction

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**Address**

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## EDUCATION

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**PhD in Human-Computer Interaction**

December 2023 - Current

University of Melbourne

**Supervisors:** A/Prof Jorge Goncalves and A/Prof Ryan Kelly

**MC-IT Human-Computer Interaction**

August 2021 - July 2023

University of Melbourne

Overall Grade: First Class Honours

**B.Sc. Software Engineering**

January 2015 - May 2018

San Jose State University

## INDUSTRY EXPERIENCE

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**Siri Technical Analyst**

October 2020 - April 2021

Apple (Advantis Global)

- Developed tools for data analysis of users' workflow and project accuracy based on different reviews.
- Created, compiled, and conveyed technical tutorials in a concise manner for engineers and project managers.
- Researched and evaluated new tools to make recommendations on features that are applicable for other project managers.

**Software Engineer (Siri Language)**

November 2018 - October 2020

Apple (Advantis Global)

- Improved Siri Malay accuracy by 4%.
- Developed an internal web pipeline for ML training that increased the efficiency and productivity within teams by tenfold.
- Developed a Python tool to filter and extract named entity from sampled usage logs with the purpose of analysing data.
- Researched, tokenized, and improved ASR for two suffixes that are widely used in the Malay language.

# ACADEMIC EXPERIENCE

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## Tutor

July 2024 - Present

University of Melbourne

Course: INFO 90007 - Social Computing

- Assisted in design and development of subject curriculum, and teaching and learning activities.
- Delivered tutorials for graduate students.
- Evaluated student assignments and projects.

## Casual Grader

August 2023 - August 2023

University of Melbourne

Course: INFO 90007 - Social Computing

- Graded 89 student essays for the graduate course of Social Computing (INFO90007).
- Provided feedback and responded to student queries related to graded assignment.

## Research Assistant

March 2023 - May 2023

University of Melbourne

- Contributed as a co-author to a published academic paper, responsible for writing and refining related work sections.
- Conducted background research and literature review for location privacy and user behaviours on mobile platforms.
- Developed an online survey to gather qualitative and quantitative data related to participants' location privacy behaviours across three mobile social network platforms.

# PUBLICATIONS

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## 2025

- **C. Sew**, S. Pareek, J. Govers, S. Schömb, R. Kelly, J. Goncalves (2025). Impact of human-likeness and self-disclosure on AI-generated influencers' message acceptance. ACM Designing Interactive Systems Conferences (**DIS'25**), under review.
- **C. Sew**, R. Kelly, S. Schömb, J. Goncalves (2025). Examining user willingness of embodied AI-generated content consumption. ACM SIGCHI Conference on Human Factors in Computing Systems (**CHI'25 LBW**), under review.
- Y. Zhang, T.S.R.R. Mudiyanse, **C. Sew**, J. Knibbe, J. Goncalves, W. Johal (2025). Can you pass that tool?: Implications of Indirect Speech in Physical Human-Robot Collaboration. ACM SIGCHI Conference on Human Factors in Computing Systems (**CHI'25**), under review.

## 2024

- Y. Ma, **C. Sew**, Z. Sarsenbayeva, J. Knibbe, J. Goncalves (2024). Understanding Users' Perspectives on Location Privacy Management on Smartphones. The ACM International Conference on Mobile Human-Computer Interaction (**MobileHCI'2024**).

## 2023

- **C. Sew**, J. Goncalves (2023). Effects of External Factors on User Behaviour towards Influencer Generated Misinformation. In Proceedings of the 35th Australian Conference on Human-Computer Interaction (**OzCHI'23**), 86–98.

## ACADEMIC SERVICE

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### Co-Supervision

MC-IT (25-points): Wei Tang (2024)

### Invited Talks

“Investigating User Behaviour on Social Systems”. Guest Lecture at University of Melbourne for Social Computing, Aug'24

### Student Volunteer:

University of Melbourne FEIT DC'25

### Conference Review

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## AWARDS & SCHOLARSHIPS

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### Melbourne Research Scholarship

December 2023 - Current

University of Melbourne

### People's Choice Award

2023

University of Melbourne

Advanced Interface Prototyping

Awarded Best Student Project, as voted by attendees.

### Dean's Honours List

2022

University of Melbourne

Master of Information Technology

Awarded in recognition of outstanding academic performance, representing the top 5% of students in the same programme.