

Eric Zeng

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- Research Interests
- Usability and human factors in security and privacy
 - Privacy and abuse in targeted online advertising
 - Technology-enabled disinformation and misinformation
 - Measurement of security and privacy issues at scale

Education	University of Washington, Seattle, WA	
	PhD, Computer Science & Engineering	In progress
	Advisor: Prof. Franziska Roesner	
	M.S., Computer Science & Engineering	Jun 2016
	Advisor: Prof. Franziska Roesner	
	B.S., Computer Engineering	Jun 2015
	Minor, Political Science	
	UW Academy Early Admission Program	

- Publications
- What Makes a “Bad Ad”? User Perceptions of Problematic Online Advertising
Eric Zeng, Tadayoshi Kohno, Franziska Roesner
ACM CHI Conference on Human Factors in Computing Systems (2021)
- Bad News: Clickbait and Deceptive Ads on News and Misinformation Websites
Eric Zeng, Tadayoshi Kohno, Franziska Roesner
Workshop on Technology and Consumer Protection (2020)
- Understanding and Improving Security and Privacy in Multi-User Smart Homes: A Design Exploration and In-Home User Study
Eric Zeng, Franziska Roesner
USENIX Security Symposium (2019)
- Fixing HTTPS Misconfigurations at Scale: An Experiment with Security Notifications
Eric Zeng, Frank Li, Emily Stark, Adrienne Porter Felt, Parisa Tabriz
Workshop on the Economics of Information Security (2019)
- End User Security and Privacy Concerns with Smart Homes
Eric Zeng, Shirang Mare, Franziska Roesner
Symposium on Usable Privacy and Security (2017)
- Confidante: Usable Encrypted Email – A Case Study with Lawyers and Journalists
Ada Lerner*, **Eric Zeng***, Franziska Roesner
IEEE European Symposium on Security & Privacy (2017)
- *Co-first authors listed in alphabetical order

Awards	Hacherl Endowed Fellowship	Sep 2016 – Jun 2017
	University of Washington, Paul G. Allen School of Computer Science & Engineering	
	USENIX Student Grant Recipient	Jul 2017
	Symposium on Usable Security and Privacy (SOUPS)	
	IEEE Student Travel Grant Recipient	May 2017
	IEEE European Symposium on Security & Privacy	
Mentorship	Theo Gregersen	Jan 2020 – Present
	Undergraduate, University of Washington	
	Rachel McAmis	Oct 2020 – Present
	Undergraduate, University of Washington	
	Mitali Palekar	Oct 2017 – Jun 2017
	Undergraduate, University of Washington	
Teaching Experience	Teaching Assistant, University of Washington	Fall 2020
	CSE 484: Computer Security and Privacy	
	Teaching Assistant, University of Washington	Fall 2018
	CSE 484: Computer Security and Privacy	
Professional Service	External Reviewer, CSCW	2021
	UW CSE Grad Applications Committee	2019-2021
	Grad Student Contributor, UW CSE DEI Strategic Plan	2020
	Invited Reviewer, ACM Computing Surveys	2020
	UW CSE Ski Day Co-Chair	2019-2020
	UW CSE Prospective Student Visit Days Volunteer	2019
	UW CSE TGIF (Social Hour) Co-Chair	2017-2018
	Mentor, UW CSE New Grad Mentor Program	2017-2018
	UW CSE Undergrad Tutor	2016
Volunteer, UW CSE Computing Open House	2015	
Employment	University of Washington	Sep 2015 - Present
	Graduate Research Assistant	
	As a PhD student in the Security and Privacy Lab in the Allen School of Computer Science & Engineering, I work on a broad range of security and privacy research with Prof. Franziska Roesner, Prof. Tadayoshi Kohno, and other students. In my research, I have conducted user studies and surveys to study security and privacy in smart homes and online ads, built web measurement infrastructure to create datasets of online advertising, and implemented & deployed prototypes to test the usability of novel security and privacy features.	

Google, Chrome Usable Security Jun 2017 – Sep 2017
Software Engineering Intern

I conducted research with Emily Stark on reducing internet-wide HTTPS misconfiguration rates, using Google infrastructure to scan for misconfigurations and send email notifications to website owners.

Twitter, Ads Billing Jun 2015 – Sep 2015
Software Engineering Intern

I migrated a legacy, monolithic Ruby service to a new microservice.

Google, Chrome Extensions Jun 2014 – Sep 2014
Software Engineering Intern

I implemented an API that allows Chrome extensions to embed their options pages inside of Chrome's settings page, using an iframe-like system for process isolation.

Google, YouTube Content Protection Jun 2013 – Sep 2013
Software Engineering Intern

I conducted penetration testing on Chrome's DRM module for video decryption.