

# Eric Zeng

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<https://ericwzeng.com>

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

Education	<b>University of Washington, Seattle, WA</b>	
	PhD, Computer Science & Engineering	June 2022
	Advisor: Prof. Franziska Roesner	
	M.S., Computer Science & Engineering	June 2016
	Advisor: Prof. Franziska Roesner	
	B.S., Computer Engineering	June 2015
	Minor, Political Science	
	UW Academy Early Admission Program	

- Publications
- Anti-Privacy and Anti-Security Advice on TikTok: Case Studies of Technology-Enabled Surveillance and Control in Intimate Partner and Parent-Child Relationships  
Miranda Wei, **Eric Zeng**, Tadayoshi Kohno, Franziska Roesner  
Symposium on Usable Privacy and Security (2022)
- Polls, Clickbait, and Commemorative \$2 Bills: Problematic Political Advertising on News and Media Websites Around the 2020 U.S. Elections  
**Eric Zeng**, Miranda Wei, Theo Gregersen, Tadayoshi Kohno, Franziska Roesner  
ACM Internet Measurement Conference (2021)  
*Runner-up for Best Paper Award*
- 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	
Invited Talks	Stanford Security Lunch	Jan 2022
	Polls, Clickbait, and Commemorative \$2 Bills: Problematic Political Advertising on News and Media Websites Around the 2020 U.S. Elections	
	AdBlocker Developer Summit	Oct 2021
	Characterizing and Measuring "Bad" Ad Content on the Internet	
Mentorship	PhD Students	
	Miranda Wei	Oct 2020 – Jun 2022
	Undergraduate Students	
	Manasi Shah	Jan 2022 – Jun 2022
	Maia Xiao	Jan 2022 – Jun 2022
	Theo Gregersen	Jan 2020 – Jun 2022
	Rachel McAmis	Oct 2020 – Jun 2022
Mitali Palekar	Oct 2017 – Jun 2017	
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	Program Committee, IEEE S&P	2023 (current)
	External Reviewer, CHI	2021-22
	External Reviewer, CSCW	2021

	Student Volunteer, SOUPS	2020
	Invited Reviewer, ACM Computing Surveys	2020
	Student Volunteer, EuroUSEC	2017
	Student Volunteer, IEEE Euro S&P	2017
Department Leadership	UW CSE Grad Applications Committee	2019-22
	UW CSE Ski Day Co-Chair	2019-22
	Grad Student Contributor, UW CSE DEI Strategic Plan	2020
	UW CSE Prospective Student Visit Days Volunteer	2019
	UW CSE TGIF (Social Hour) Co-Chair	2017–18
	Mentor, UW CSE New Grad Mentor Program	2017–18
	UW CSE Undergrad Tutor	2016
	Volunteer, UW CSE Computing Open House	2015
Work Experience	Carnegie Mellon University	Jun 2022-Present
	Postdoctoral Researcher	
	I am currently a postdoc at the CyLab Security & Privacy Institute, where I work with Professor Lujo Bauer. I am working on a variety of research projects relating to computer security and privacy, including leading projects and mentoring students.	
	University of Washington	Sep 2015-Jun 2022
	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.	
Microsoft Research, Cryptography and Privacy Group — Research Intern	Jun–Sep 2021	
I conducted research with Kim Laine and Esha Ghosh on evaluating the usability benefits of a novel “fuzzy” passphrase scheme, which tolerates errors such as mis-ordered and mis-remembered words.		
Google, Chrome Usable Security Software Engineering Intern	Jun–Sep 2017	
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 Software Engineering Intern	Jun–Sep 2015	
I migrated a legacy, monolithic Ruby service to a new microservice.		

Google, Chrome Extensions Jun–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–Sep 2013

Engineering Practicum Intern

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