

# MARK ALEXANDER

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## OBJECTIVE

A research and development position in human-computer interface design at Apple.

## EDUCATION

**North Carolina State University, Raleigh, NC**

Ph.D. in Psychology, June 2011

Dissertation topic: Human Cognition, Perception, and Learning

**Georgia Institute of Technology, Atlanta, GA**

M.S. in Telecommunications, May 2007

Thesis: An Examination of the Impact of Telecommunications on Learning Cognition.

**University of Georgia, Athens, GA**

B.S. in Applied Psychology, May 2005

## EXPERIENCE

**IBM, Research Triangle Park, NC**

Product & Design Research Associate, 2008-present

Human Factors and Design Center

- Planned, conducted, and analyzed survey questionnaires and focus group data to obtain customer requirements and measure customer satisfaction.
- Designed and evaluated PC terminals to enhance customer set up and application usability.
- Designed and tested keyboard usability, layout, graphics, and performance.

Network Management Human Factors Lab

- Developed methods of graphically representing network configuration, operation, and performance of software applications.

Human Factors/Usability Research and Design Lab

- Designed and evaluated end-user interfaces for personal computers and printers.
- Developed and evaluated ergonomic keyboard for IBM PC systems.

**North Carolina State University, Raleigh, NC**

Teaching Assistant, 2007-present

- Taught Introductory to Psychology course to 200 first year students each semester.
- Designed, developed, and delivered the course in traditional and distance education formats.
- Arranged department's first Careers in Psychology speaker series.

## COMPUTERS

Software and hardware usability testing, Dreamweaver, Studio, ColdFusion, Flash, Director, Contribute, Photoshop, Microsoft Office Suite.

## HONORS & ACTIVITIES

- IBM Management Award
- Member, HFES, UPA, APA
- Member, Psi Chi National Honor Society in Psychology
- National Engineering Week participant, Wake County
- Awarded innovation grant to develop Science Inventors Program, Fred A. Olds Elementary School