MARK ALEXANDER

3635 Park Dr., #4   919.555.9876
Raleigh, NC 27605   mralexan@ncsu.edu

OBJECTIVE

A tenure-track position in the Psychology Department of Emory University.

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

RESEARCH INTERESTS

Human information processing and performance
Human-computer interface design and workstation ergonomics
Usability measurement, testing, and evaluation methodologies
Telecommunications

TEACHING EXPERIENCE

Teaching Assistant, 2007-present
North Carolina State University, Raleigh, NC
Introduction to Psychology

Lecturer, 2008-2010
Meredith College, Raleigh, NC
General Psychology, Human Growth and Development, Applied Psychology

Visiting Lecturer, 2008-2009
Wake County Public Schools, NC
Communications: Telegraphs, Telephones, and Computer Networks

INDUSTRY 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.

COMPUTERS

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

HONORS

IBM Management Award
IBM Management Appreciation Award
Psi Chi – National Honor Society in Psychology

PROFESSIONAL AFFILIATIONS

HFES – Human Factors and Ergonomics Society
UPA – Usability Professionals Association
APA – American Psychological Association

ACTIVITIES

National Engineering Week participant, Wake County
Awarded innovation grant to develop Science Inventors Program, Fred A. Olds Elementary School

PUBLICATIONS & PRESENTATIONS

Alexander, M. (2010). Safety or Schedule Effects in Electric-shock Therapy. Journal of the Experimental Analysis of Behavior, 36, (3), 176-199.

Hauser, G.B. and Alexander, M. (2009) Human Factors Testing: Keyboard Design. IBM Technical Report (TM08.177), Research Triangle Park, NC: IBM Corporation.

Alexander, M. and Allen, R. A Human Factors Perspective on Icon Design Prototypes. Human Factors and Ergonomics Society, Orlando, FL. October 9-12, 2008.