

MARK ALEXANDER

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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.