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.

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# 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