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.

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# 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.