

# Jeff Black

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## Education

**Clemson University** | Clemson, SC | Aug 2017 – pres

Aug 2021 – pres: Graduate Student in Human Factors/Engineering Psychology | 4.00 GPA

Aug 2017 – May 2021: B.S. in Computer Science with a minor in Psychology | 3.81 GPA

## Professional Experience

### **Applied Visual Attention and Technology Lab**

**Graduate Student Researcher** | Clemson, SC | Aug 2020 – Jun 2021; Aug 2021 – pres

Researching online inauthenticity and supervising a research team under Dr. Dawn Sarno. Investigating factors that affect susceptibility to digital deception, like phishing scams and misinformation.

### **Infor**

**Software Engineering Intern** | Greenville, SC | Jun 2021 – Aug 2021

Developed software that helps run cities with Infor Public Sector. Delivered critical features surrounding file storage and authentication/authorization, utilizing .NET and agile processes in a legacy system.

### **Dock Blocks**

**Software Engineering Intern** | North Charleston, SC | May 2018 – Aug 2018

Designed and developed a high-impact web application that lets sales reps create parts lists and 3D renderings of docks in 5% of the time it takes to do it by hand. Utilized JavaScript and WebGL.

### **Strategic Marketing International**

**Marketing Intern** | North Charleston, SC | May 2018 – Aug 2018

Taught clients and company executives basics of web design so that they could communicate with web designers more effectively. Lessons were centered around Google's Material Design guidelines.

## Portfolio Showcase

**Retiree Volunteerism Recommender System** | Aug 2022 – Dec 2022 | [Documentation](#)

Coordinated a user-centered design team that used grounded theory to design a system that recommends volunteering opportunities to retirees through email. Designed and ran user studies on it.

**Project APEx: Attitudes and Perceptions Towards Exoskeletons** | Nov 2021 – Feb 2022

Collaborated with Dr. Divya Srinivasan and the South Carolina Research Authority to gauge industry attitudes towards assistive exoskeletons. Conducted interviews and surveys at an exoskeleton expo.

**Better Truckers** | Jan 2021 – May 2021 | [Video demo](#)

Led UI design, backend architecture, and development of a serverless web app that incentivizes truckers to drive better. Utilized React, Material-UI, and numerous AWS services. Presented it to AWS.

**Project Kestrel** | Jan 2021 – May 2021 | [Playable demo](#)

Designed and developed a playable demo for a top-down, dungeon-crawling, shooter game using Unity. Led design and implementation of map/environment, weapons system, and movement system.

**The Spatial Network** | Jul 2020 – Dec 2020 | [Video demo](#)

Built a virtual reality experience that teaches people basic networking science concepts in a highly intuitive, highly interactive way. It is the first networking science education tool to take advantage of VR.

**Track My Waste** | Jan 2020 – May 2020 | [Documentation](#)

Coordinated a user-centered design team that used contextual design to design and user-test an app that leads users into living more sustainable lifestyles. Wrote 300+ pages documenting the process.

## Publications & Active Research

### In Progress

***Deception Awareness and Resilience Training*** | Media Forensics Hub and Collaborators | [Read more](#)

Assisting in an NSF-funded project that is creating tools that are specifically tailored to train older adults to recognize and protect themselves from digital deception.

***Individual differences in vulnerability to phishing, fake news, and vishing*** | Black, J.

Master's thesis on whether users who fall for one form of digital deception (e.g., phishing) also fall for other forms of online deception (e.g., fake news, phone scams), and why.

***Towards a theory of general online inauthenticity*** | Black, J., Warren, J., Sarno, D.M., Warren, P.L.

A scoping literature review to devise a theory of online inauthenticity that spans across different digital deception domains, including phishing emails, fake news, and social media trolls.

***Phishing detection under time pressure*** | Black, J. & Sarno, D.M.

A user study to investigate how time pressure (i.e., strict time limits) affects peoples' ability to detect phishing emails. Designed, conducted, analyzed, and wrote the manuscript for the study.

***Gamified phishing detection training*** | Sarno, D.M. & Black, J.

A user study about how game-like elements in a training exercise may be able to increase motivation for users to engage in such training.

### Under Review / Completed

Sarno, D.M., Black, J. (Under review). Who gets caught in the web of lies?: Understanding susceptibility to phishing emails, fake news headlines, and scam text messages. *Human Factors and Ergonomics Society*

Sarno, D.M., Harris, M., Black, J. (Under review). Which phish is captured in the net? Understanding phishing susceptibility and individual differences. *Applied Cognitive Psychology*

Sarno, D.M., Black, J. (2022, October). Fall for one, fall for all: Understanding deception detection in phishing emails, scam text messages, and fake news headlines. *Human Factors and Ergonomics Society 66<sup>th</sup> Annual Meeting*

Sarno, D.M., Black, J., Harris, K., Harris, M., Koontz, P., Paradise, E. (2022, April). Fool's gold: Digital literacy and impulsivity predict susceptibility to multiple forms of online deception. *Clemson University 17<sup>th</sup> Annual Focus on Creative Inquiry Forum*

Harris, M., Black, J., Sarno, D.M. (2022, April). Caught in the net: Predicting phishing susceptibility across the lifespan. *Clemson University 5<sup>th</sup> Annual Student Research Forum*

Sarno, D.M., Black, J., Paradise, E., Stokx, J., Summers, M. (2021, November). Predicting phishing susceptibility using the phishing awareness scale (PAS). *Psychonomic Society 62<sup>nd</sup> Annual Meeting*

## Skills

### Tools

Python, C#/.NET, JavaScript, Node, React, C++, HTML/CSS, Material-UI, SQL, Unity, AWS, Linux, R/RStudio, SPSS, Qualtrics, PsychoPy, Figma, Adobe XD, Adobe Photoshop, Excel, PowerPoint

### Computer Science/Software Skills

Full-stack development, test-driven development, iterative development, object-oriented design, user-centered design, virtual environment design, contextual design, UI/UX design, Agile, Jira, Scrum

### Research Skills

Research design, data analysis, user research, field studies, quantitative methods, qualitative methods, team leadership, technical writing, public speaking, project management, peer review, critical thinking

### Soft Skills

Dependability, self-starting, leadership, teamwork, friendliness, independence, adaptability, honesty, open-mindedness, communication, active listening, positive attitude, empathy, compassion, humor