

Andreas K. Orphanides

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Work Experience

Associate Head, User Experience, NC State University Libraries

Raleigh, NC, July 2016–present

- Leading the pursuit and development of comprehensive user experience enhancements in public services throughout the NC State University Libraries, both in-building and online
- Conducting high-level systems analysis and driving the strategic planning of public services workflows and technical infrastructure
- Leading project and product teams to create, develop, and improve critical patron-facing library services, including journal and database discovery, course- and curriculum-specific research recommendations, and course reserves
- Developing novel, user-focused solutions for web information architecture to support research, teaching, and learning
- Designing and conducting user research studies of library spaces, services, and resources
- Developing and implementing services, systems, and applications to support user experience and knowledge discovery in the Libraries
- Supervising 1 FTE in pursuit of enhancing the user experience of Libraries patrons both in-building and online
- Managing and coordinating online chat reference service, including workflow development, operator training, and website integration
- Teaching and developing instruction programs for undergraduate and graduate students

Adjunct Instructor, UNC-Chapel Hill School of Information and Library Science

Chapel Hill, NC, January 2013–May 2014; January 2018–December 2019

- Providing graduate-level instruction to master's degree and certificate candidates

Librarian for Digital Technologies and Learning, NC State University Libraries

Raleigh, NC, July 2010–June 2016

- Leading technical development for the Libraries' e-learning content initiative, including designing organizational models for learning content and building tools to support instruction
- Teaching and developing instruction programs for undergraduate and graduate students
- Managing and coordinating online chat and email reference service
- Leading a strategic initiative to investigate and improve in-building communication about library spaces and services, and supervising 0.5 FTE in pursuit of the initiative
- Leading project and product teams to create develop patron-facing library services
- Developing and maintaining public- and staff-facing web applications to support public services, including public kiosk interfaces and web applications for instructor support
- Developing and implementing services, systems, and applications to support user experience and knowledge discovery in the Libraries
- Scripting, storyboarding, and producing high-quality instructional video tutorials
- Designing and conducting usability assessments of library spaces, services, and resources
- Providing research assistance to library patrons in person, by telephone, and online

NCSU Libraries Fellow, NC State University Libraries

Raleigh, NC, July 2008–June 2010

- Dual placement in Information Technology Department (Core Application Development team) and Research and Information Services Department (Instruction and E-Learning team)

Software Development Intern for Search TRLN Endeca Implementation Project, Triangle Research Libraries Network

Chapel Hill, NC, December 2007–May 2008

Carolina Academic Library Associate, Reference Department, R. B. House Undergraduate Library, UNC–Chapel Hill

Chapel Hill, NC, August 2006–May 2008

Graduate Assistant, F. Stuart Chapin Planning Library, UNC–Chapel Hill

Chapel Hill, NC, June–August 2007

Google Answers Researcher

October 2002–June 2005

Upper School Mathematics Teacher, The Wheeler School

Providence, RI, August 2000–June 2006

Mathematics Teaching Fellow, Phillips Exeter Academy

Exeter, NH, August 1999–June 2000

Education

Master of Computer Science, North Carolina State University

December 2017

Master of Science in Library Science, University of North Carolina at Chapel Hill

May 2008

Bachelor of Arts, Oberlin College

May 1999; Major: Mathematics. Minors: English, Religion

Selected Professional Development

Inclusive Excellence Certificate, Office of Institutional Equity and Diversity, NC State University, April 2022

Essentials of Cultural Competence, DeEtta Jones Associates, January–February 2020

Lean Six Sigma Yellow Belt Orientation, UNC Health Care, September 2019.

When in Rome: Bringing Silicon Valley Startup Methods to Library Innovation, Preconference at Code4Lib 2019, February 2019

Racial Equity Institute: Phase I, Racial Equity Institute, December 2018.

ARIA Basics: Making Your Web Content Sing Accessibility, Preconference at Code4Lib 2018, February 2018.

Accessibility in the Classroom, Office of Information Technology, North Carolina State University, June–July, 2017.

TRLN Management Academy: The Business of Libraries, Triangle Research Libraries Network, October 26–30, 2015.

NCSU Libraries Data Science Short Course, NC State University Libraries in association with the Odum Institute, October 12–16, 2015.

Google Analytics Workshop, ARL Assessment Program in association with LunaMetrics, June 25, 2015.

Workplace Violence Prevention, North Carolina State University, June 24, 2014.

Communication and Conflict Resolution Skills: Dealing with Difficult People and De-Escalating Conflict, NC State University Libraries, March 12, 2014

ALA Emerging Leaders Program, American Library Association, 2011–2012

CLIR Undergraduate Research Practices Workshop, Council on Library and Information Resources in collaboration with Nancy Foster, January 28–29, 2010

Papers and Publications

A. K. Orphanides (2019). **Gone in 90 seconds**. Blog post for CLIR/DLF Blog, December 11, 2019.

K. Wilson and A. K. Orphanides (2018). **Conference reports: It's made of people: designing systems for humans**. *Serials Review*, 44(3), 211–216.

A. K. Orphanides and C. S. Nam (2017). **Touchscreen interfaces in context: a systematic review of research into touchscreens across settings, populations, and implementations**. *Applied Ergonomics*, 61, 116–143.

A. K. Orphanides. (2012). **Getting creative with data visualization: a case study**. Blog post for *ACRL TechConnect*, March 8, 2012.

A. K. Orphanides. (2011). **Lessons in public touchscreen development**. *Code4Lib Journal*, 15

A. K. Orphanides. (2009). **Conference report: Code4Lib 2009 with a critical eye**. *Code4Lib Journal*, 6

A. K. Orphanides. (2008). **Extraction of natural-language dates and comparison of dates in hypothesis and text to identify negative textual entailment**. Master's paper towards completion of MSLS degree at the University of North Carolina at Chapel Hill

C. Blake, J. Kampov, A. K. Orphanides, D. West, C. Lown. (2007). **UNC-CH at DUC 2007: Query expansion, lexical simplification and sentence selection strategies for multi-document summarization**. In *Proceedings of NAACL-HLT 2007*, April 22–27, Rochester, NY

Presentations, Workshops, and Invited Talks

A. K. Orphanides (2021). **Fail4Lib 2021: the one after 2020**. Post-conference workshop at Code4Lib 2021 Online, March 26, 2021.

A. K. Orphanides (2020). **The City and the City: insider and outsider experiences in systems and UX**. Presentation at UX Y'all 2020 Online, September 25, 2020.

J. T. Shelby, A. K. Orphanides, and A. P. Evans Bandy (2020). **A journey, not a destination: towards a more user-centered library discovery experience**. Presentation at Code4Lib 2020, Pittsburgh, PA, March 10, 2020.

A. K. Orphanides (2020). **Design: a two-by-two rant (redux)**. Lightning talk at Code4Lib 2020, Pittsburgh, PA, March 9, 2020.

A. K. Orphanides (2020). **Fail4Lib 2020: hindsight**. Preconference workshop at Code4Lib 2020, Pittsburgh, PA, March 8, 2020.

A. K. Orphanides (2019). **Design: a two-by-two rant**. Lightning talk at DLF Forum, Tampa, FL, October 14, 2019.

A. K. Orphanides (2019). **Systems thinking: a practical field guide (interactive session)**. Presentation at UX Y'all, Durham, NC, October 4, 2019.

A. K. Orphanides (2019). **It's made of people: designing systems for humans**. Invited presentation at the East Carolina University Joyner Library Staff Development Day. Greenville, NC, March 4, 2019.

- A. K. Orphanides (2019). **Shear forces: a conceptual model for understanding (and coping with) risk, change, and technical debt**. Presentation at Code4Lib 2019. San Jose, CA, February 21, 2019.
- A. K. Orphanides (2019). **What a baby taught me about affordances**. Lightning talk at Code4Lib 2019. San Jose, CA, February 20, 2019.
- A. K. Orphanides (2019). **Fail4Lib 2019**. Preconference workshop at Code4Lib 2019. San Jose, CA, February 19, 2019.
- L. Ruth, L. Blessing, and A. K. Orphanides (2018). **Advancing diversity: advancing academic librarianship**. Panel presentation at the Metrolina Library Association 2018 conference. June 6, 2018.
- A. K. Orphanides (2018). **It's made of people: designing systems for humans**. Invited closing keynote speech at the NC Serials Conference. Chapel Hill, NC, April 6, 2018.
- A. K. Orphanides (2018). **Systems thinking: a practical field guide**. Presentation at Code4Lib 2018. Washington, DC, February 14, 2018.
- A. K. Orphanides (2018). **Fail4Lib 2018**. Preconference workshop at Code4Lib 2018. Washington, DC, February 13, 2018.
- L. S. Rigling and A. K. Orphanides (2017). **Let your conscience be your guide: taming online research guides at the NCSU Libraries**. Presentation at LAUNC-CH 2017. Chapel Hill, NC, March 13, 2017.
- A. K. Orphanides (2017). **Design and organizational priorities**. Lightning talk at Code4Lib 2017. Los Angeles, CA, March 9, 2017.
- A. K. Orphanides (2017). **It's made of people: designing systems for humans**. Invited opening keynote speech at Code4Lib 2017. Los Angeles, CA, March 6, 2017.
- A. K. Orphanides (2017). **Fail4Lib 2017: Fail5Lib**. Preconference workshop at Code4Lib 2017. Los Angeles, CA, March 6, 2017.
- E. Grguric and A. K. Orphanides (2017). **Let's paper prototype! Low-cost structured brainstorming individually and in teams**. Preconference workshop at Code4Lib 2017. Los Angeles, CA, March 6, 2017.
- A. K. Orphanides (2016). **Promise and peril: a librarian's perspective on the Internet of Things**. Invited presentation at the CENDI/NFAIS/RDA and NAS Workshop on the Internet of Things. Washington, DC, December 9, 2016.
- J. N. Vickery, C. R. Levine, and A. K. Orphanides (2016). **Understanding evolving user needs: a text-mining approach to chat transcript topic analysis**. Presentation at TRLN Annual Meeting. Chapel Hill, NC, July 16, 2016.
- J. E. McRobbie and A. K. Orphanides (2016). **How to nail in-building communication channels (with a healthy dose of failure and derailment)**. Presentation at UXLibs II. Manchester, UK, June 23, 2016.
- A. M. Burke and A. K. Orphanides (2016). **Yes, you can video! A how-to guide for creating high-impact instructional videos without tearing your hair out (Reprise)**. Webinar hosted by the Library and Information Technology Association, April 12, 2016.
- A. K. Orphanides (2016) **Architecture is politics: The power and the perils of systems design**. Presentation at Code4Lib 2016. Philadelphia, PA, March 9, 2016.
- A. K. Orphanides and J.M. Casden (2016). **Fail4Lib 2016: Failadelphia!** Preconference workshop at Code4Lib 2016. Philadelphia, PA, March 7, 2016.
- J. E. McRobbie, A. K. Orphanides, and C. Haefele (forthcoming). **Talking to our buildings – and listening to what they have to say**. Interactive workshop at the Library Collective 2016. Knoxville, TN, March 3, 2016.
- A. K. Orphanides (2015). **I've got a hunch: Technology incubation space and gallery**. Lightning talk for the "I've got a hunch!" session at the ARL Membership Meeting. Washington, DC, October 7, 2015.
- A. K. Orphanides and A. M. Burke (2015). **Yes, you can video! A how-to guide for creating high-impact**

- instructional videos without tearing your hair out.** Webinar hosted by the Library and Information Technology Association, May 12, 2015.
- A. K. Orphanides and A. M. Burke (2015). **Teach Yourself: a more sustainable e-learning framework for first year instruction.** Virtual poster at ACRL 2015 Conference, March 25–28, 2015.
- A. K. Orphanides (2015). **Information design thoughts.** Lightning talk at Code4Lib 2015. Portland, OR, February 10, 2015.
- A. K. Orphanides and J. M. Casden (2015). **Fail4Lib 2015.** Preconference workshop at Code4Lib 2015. Portland, OR, February 9, 2015.
- A. K. Orphanides and A. M. Burke (2014). **Teach Yourself: e-learning tutorial packages.** Lightning talk at NC-LITe Winter Meeting. Winston–Salem, NC, December 18, 2014.
- A. K. Orphanides and A. M. Burke (2014). **Sorting through the clutter: improving instructional design through “card sorting”.** Presentation at LOEX 2014. Grand Rapids, MI, May 11, 2014.
- J. I. Garrett and A. K. Orphanides (2014). **Painting the big picture: presenting core information literacy concepts through instructional videos.** Presentation at LOEX 2014. Grand Rapids, MI, May 10, 2014.
- A. K. Orphanides (2014). **Dead-simple video content management: let your filesystem do the work.** Presentation at Code4Lib 2014. Raleigh, NC, March 26, 2014.
- A. K. Orphanides and J. M. Casden (2014). **Fail4Lib 2014.** Preconference workshop at Code4Lib 2014. Raleigh, NC, March 24, 2014.
- J. M. Casden and A. K. Orphanides (2013). **Fail4Lib: Failing with grace and style... or not.** Preconference workshop at Code4Lib 2013. Chicago, IL, February 11, 2013.
- A. K. Orphanides. (2012). **Heat maps: not just for input analysis.** Lightning talk at Code4Lib 2012. Seattle, WA, February 7, 2012.
- A. K. Orphanides. (2011). **Heatmap analysis of user input on a public touchscreen kiosk.** Lightning talk at TRLN Annual Meeting. Chapel Hill, NC, July 25, 2011.
- L. Comito, E. Daly, B. Kim, P. Ly, and A. K. Orphanides. (2011). **Branding LITA: a market identity for the 21st century.** Poster presentation at Emerging Leaders 2011 Poster Session, ALA Annual Meeting. New Orleans, LA, June 24, 2011.
- A. K. Orphanides. (2011). **User interaction patterns on a touch-screen kiosk.** Lightning talk at Code4Lib 2011. Bloomington, IN, February 9, 2011.
- A. K. Orphanides, E. Lynema, C. Lown. (2010). **Enhancing discoverability with virtual shelf browse.** Presentation at Code4Lib 2010. Asheville, NC, February 23, 2010.
- H. Chung, K. Duckett, A. K. Orphanides. (2009). **Bringing more “context” to students: the place of information “back stories” in library instruction.** Presentation to TRLN Instruction Group. Durham, NC, December 18, 2009.
- A. K. Orphanides, J. Casden, K. Duckett. (2009). **Balancing scalability and customization in the creation of library “course pages”.** Poster presentation at LAUNC–CH Research Forum. Chapel Hill, NC, May 20, 2009.

Credit Courses Taught

- INLS 582: Systems Analysis.** University of North Carolina at Chapel Hill – School of Information and Library Science. (Spring 2013, Fall 2013, Spring 2014, Fall 2018, Spring 2019, Fall 2019)
- INLS 560: Introduction to Programming.** University of North Carolina at Chapel Hill – School of Information and Library Science. (Spring 2018)

Service to Professional Communities

North Carolina State University / NC State University Libraries

- Good Ideas Grant Committee (2021–present)
- EDI Consultant Working Group (2020–present)
- Aligning Discovery and the User Journey Initiative Team (2020–present)
- Courses and Curricula on the Web Product Team (Chair 2019–present)
- SIRSI Product Team (2017–present)
- Catalog Transition Project Team (2016–present)
- Room Reservation Product Team (2016–present)
- Journals and Databases Product Team (Chair 2015–present)
- DELTA Learning Management System Steering Committee (2015–present)
- Web-Scale Discovery and Reference Linking Product Team (2013–present)
- User Research Group (2012–present)
- D. H. Hill Jr. Renovation Communication and Wayfinding Team (2018–2020)
- University Courses and Curricula Committee (2016–2019)
- D. H. Hill Renovation Service Planning Team (2018)
- Fellows Advisory Committee (2015–2018)
- Courseware Product Team (2010–2018, Chair 2015–2018)
- Immersive Technology Team (2016–2017)
- Digital Research and Scholarship Lab Task Force (2015–2017)
- Digital Video and Audio Project Team (2013–2017)
- E-Matrix Product Team (2013–2017)
- Digital Media Program Committee (2011–2017)
- Kuali OLE Functional Review Steering Team (2015–2016)
- Endeca Product Team (2009–2016)
- Streaming Video Product Team (Chair 2011–2013)
- Web Strategy Team (2011–2013)
- Virtual Browse Web Redesign Subteam (2010–2012)
- Hunt Library ABDS Collection Delivery Workflow Working Group (2011)
- Virtual Browse Project Team (2010–2011)
- Technology Incubator Group (2010–2011)
- Digital Repository Librarian Nomination Committee (2010)
- Information Technology Advisory Committee (2009–2010)
- Reserves Direct Product Team (2009–2010)
- Course Views Product Team (2009–2010)
- Library Safety Committee (2008–2009)
- Integrated Library Systems Management Committee (2008–2009)

UNC–Chapel Hill University Libraries

- Collecting and Public Programming Archivist Search Committee (2008)
- Davis Library Knowledge Commons Renovation Committee (2007)
- Watson–Brown Project Librarian Search Committee (2007)
- UNC Student Employment Fair (2007)

UNC-Chapel Hill School of Information and Library Science

- ASIS&T Student Chapter Vice President (2006–2007)

State Library of North Carolina

- NCknows Advisory Board (2013–2014)

Triangle Research Libraries Network

- **TRLN Shared Discovery Services Development Team (2017–present)**
- TRLN Shared Discovery Services Steering Committee (2016–2017)
- TRLN Shared Discovery Services User Experience and Services Implementation Team (Chair 2016–2017)
- Call Number and Authorities Task Group (2009–2010)
- Call Number Subgroup Group Coordinator (2009)
- Shopping Cart Task Group (2008)

Triangle UX Professionals Association

- **UX Y'all Speaker Programming Committee (Team Lead 2022)**

Code4Lib Conference

- **Program Committee (2017, 2019, 2020, 2021, 2022)**
- Volunteer MC (2014, 2015, 2016, 2017, 2018, 2019, 2020)
- On-Site Committee (2015)
- Onsite Committee (2014)
- Local Planning Committee (2014)
- Social Activities Committee (2014)
- Keynote Speaker Committee (2010, 2011, 2012, 2014)

American Library Association, Library and Information Technology Association division

- Assessment and Research Committee (2008–2012)
- Online Programming Task Force (2009–2010)
- Electronic Participation Implementation Task Force (2009)

American Society for Information Science & Technology

- Annual Meeting Planning Committee (2007–2008)
- Bylaws Committee (2007) for Carolinas ASIS&T chapter

Scholarly community at large

- *Ergonomics* (Taylor and Francis), Peer reviewer, 2018
- Institute of Museum and Library Services, Grant reviewer, 2017

Skills

UX Research and Analysis Methods

Accessibility analysis, Affinity mapping, Artifact modeling, Card sorting, Contextual inquiry and design, Cultural modeling, Decision modeling, Entity-relationship modeling, Flow modeling, Journey mapping, Heat map analysis, Heuristic evaluation, Information design, Interaction design, Observational research, Paper prototyping, Participatory design, Personas, Physical modeling, Requirements analysis, Scenarios, Survey design, Usability testing, User interviews, Web analytics, Wireframing, Work modeling

Modeling, Prototyping, and User Research Tools

Balsamiq, LucidChart, Figma, Mural, Visio, Whimsical

Project and Code Management Tools

Android Studio, Basecamp, Eclipse, Git, Github, Jira, Pycharm, SVN, Trello, Unity Engine

Programming, Scripting, and Markup Languages

Android API, CSS, C#, HTML, Java, JavaScript, jQuery, JSP, LaTeX, Perl, PHP, Python, Regular expressions, RDF, Shell scripting, SQL, x86 assembly, XML, XSLT

Computation, Quantitative Analysis, and Visualization

Google Analytics, Google Forms, Google Visualization API, Mathematica, MATLAB, MS Excel, Qualtrics, R, SPSS

Web/Learning Management Platforms

Confluence, Drupal, Moodle, Sakai, Wordpress

Graphics, Media, and Design Tools

Audacity, Camtasia, Captivate, DaVinci Resolve, GIMP, Google Sketchup, Illustrator, InDesign, Inkscape, Photoshop, POV-Ray

Honors and Awards

NC State University Libraries Elizabeth S. Burnette Team Achievement Award, 2021 (as part of NC State University Libraries' Temporary Access to Chapters Online Project Team).

DLF Forum Focus Fellowship, 2019. Merit-based conference award for mid-career professionals

Member, Phi Kappa Phi, inducted 2017.

ACRL PRIMO Site of the Month award, May 2015 (as part of NC State University Libraries' Big Picture Video Team).

NC State University Libraries Elizabeth S. Burnette Team Achievement Award, 2014 (as part of NC State University Libraries' Big Picture Video Team).

ALA Emerging Leaders Program Participant, 2011–2012, with sponsorship award from the Library and Information Technology Association.

ACRL Librarian Scholarship Recipient, 2011.

ALA-OITP Cutting Edge Service Award, 2009 (as part of NC State University Libraries' Course Views Product Team).

Beta Phi Mu, Epsilon Chapter, Achievement Award, 2009. Awarded to the UNC-SILS graduate from the previous year with the highest grade point average

Member, Beta Phi Mu, inducted 2009.

Code4Lib Minority Scholarship, 2009. Competitive conference scholarship for minority attendees

UNC-Chapel Hill CALA Travel Award, 2007. Competitive professional development stipend

UNC-Chapel Hill Carolina Academic Library Associate, 2006–2008. Merit-based assistantship position/tuition award

UNC-Chapel Hill Margaret Ellen Kalp Fellow, 2006–2007. Merit-based fellowship award

First Alternate, LITA Minority Scholarship, 2006.

Oberlin College Presidential Scholar, 1995–1999. Merit-based scholarship

Oberlin College Science Scholar, 1995–1999. Merit-based scholarship for minority students