

# Doug Fox

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Human Factors specialist that has worked in the Software Usability Research Lab (SURL) and is seeking an internship in an industry setting that involves Human Computer Interaction elements. Also, strives to be on team that needs a Human Factors specialist for usability purposes.

**Unique Skills:** Working as a user experience researcher for SURL has provided me many opportunities to conduct usability working directly with clients and work within a highly applied setting. This includes user experience analysis on products such as software applications and websites for clients such as Dell, Textron, and many others. Moreover, user experience research has provided opportunities to work in a team environment with many different roles (facilitation, data analyzer, prototyping, report editor, etc.). As I have gained experience in design and methodology of usability testing, I have earned a more prominent role which includes being the lead researcher on the Wichita State Portal study and chief creator of the final presentation submitted to Dell.

Beyond research, I have been highly involved in activities which include being the Wichita State HFES student chapter president, chief editor of our labs online newsletter ([www.usabilitynews.org](http://www.usabilitynews.org)), and newsletter editor for the Computer Systems technical group of HFES.

The knowledge and experience of usability testing with major industry clients, coupled with the experience of leading and partaking in teams are what separate me from any other candidate.

**Education**      **Ph.D. in Experimental Psychology** | Expected Spring 2011  
Wichita State University, Wichita KS

**Masters of Arts in Experimental Psychology** | Fall 2008  
Wichita State University, Wichita KS  
Thesis: *Influencing features for onscreen legibility of individual characters.*

**Bachelor of Arts in Psychology** | 2006  
Wichita State University, Wichita KS  
Cumulative GPA: 3.9; Psychology: 4.0  
Graduated **summa cum laude.**

**High School Diploma** | 2002  
Mulvane High School, Mulvane KS  
Cumulative GPA: 3.8

## Skills

### Computer Skills

- Microsoft Office (Word, Powerpoint, Excel)
- Dreamweaver
- Microsoft Frontpage
- **SPSS data software**
- MRInterview
- HTML programming
- Snag It
- Adobe Photoshop
- Macromedia Fireworks
- Adobe Illustrator
- Flash
- **Morae™ 2.0**
- **Tobii Eye Tracking**

### Relevant Courses

- **Web Design HTML and DHTML programming**
- Visual Basic.net
- **Macromedia Dreamweaver**
- Human Factors Psychology
- Cognitive Psychology
- Perception Psychology
- Statistics
- Advance Research Methods
- **Software Psychology**
- Judgment Decision Making
- Special Investigations 608 with Dr. Barbara Chaparro

## Research Experience

### Grant Funded Research

**Microsoft™ Research** | September 2006 – present  
Through Advanced Reading Technology, Dr. Kevin Larson

**Study 1:** Legibility of Fonts

Examined which attributes contribute most to typeface legibility for 20 different fonts.

**Telerobotics** | May 2008 – August 2008

**Study 1:** Contracted to perform an expert review on the aiming system used for remote turret guns of the military.

**Independent Research** | September 2005 – present

Wichita State University  
Supervised by Dr. Barbara Chaparro

**Study 1:** Personality of Fonts

Study designed to test whether computer users attribute certain personality traits to 20 different fonts, and from their personality grouping determine which use the font should be used for.

**Study 2:** Adsense for Blog

Study examined factors that influence recall and recognition of Google AdSense ads in a blog. The factors were location and color of the ad.

**Study 3: Influence of the Status Quo Bias on Font Selection**

Study examined the our tendency to default to the status quo when selecting a font for the following documents: resume, work assignment, and spreadsheet.

## Usability Testing

### Usability Studies | 2007 - present

Software Usability Research Laboratory (SURL), Wichita State University, Wichita, KS Supervised by Dr. Barbara Chaparro

#### McClatchy website | June 2007

Part of five member team that evaluated the usability of the McClatchy website. The goal of the study was to determine the usability of placing a personal ad using the McClatchy website. Responsibilities included task analysis, data analysis, creating highlight video, and summary report assistance.

#### Dean and Deluca website | July 2007

Part of five member team that evaluated the usability of the Dean and Deluca fine food website. The goal of the study was to determine the usability of placing orders using the website. Responsibilities included task analysis, data analysis, creating highlight video and summary report assistance.

#### Wichita State University Portal | September 2007

Acted as **lead student** on project for 4-student team. Evaluated the usability of the Wichita State University Portal website. The goal of the study was to determine the usability of portal for student, staff, and faculty needs. Responsibilities included testing facilitation, task analysis, data analysis, summary report assistance, and writing report.

#### Textron website | December 2007

Part of a 6 member team. Evaluated the usability of the Textron website. The goal of the study was to determine the usability of the Textron website compared to four competitors. Another goal was to evaluate the perception of the company compared to other companies. Responsibilities included testing facilitation, task analysis, data analysis, summary report assistance, and writing the report.

#### Dell software application | December 2007

Part of a 4 member team. Evaluated the usability of a software application for Dell laptops. The goal of the study was to determine how users interacted with the software and use eye tracking to indicate usability issues.

Responsibilities included testing facilitation, task analysis, data analysis, summary report assistance, and writing the report.

### **Dell software application | January 2008**

Part of a 4 member team. Evaluated the usability of a software application for Dell laptops. The goal of the study was to determine how users interacted with the software and use **eye tracking** to indicate usability issues. Responsibilities included testing facilitation, task analysis, data analysis, summary report assistance, and writing the report.

### **Dell software application | July 2008**

Part of a 5 member team. This was a **competitive analysis** that evaluated the usability of a software application for Dell laptops compared to HP and IBM laptops. The goal of the study was to determine how users interacted with the software and use **eye tracking** to indicate usability issues. Responsibilities included testing facilitation, task analysis, data analysis, summary report assistance, and writing the report.

### **Dell software application | August 2008**

Part of a 4 member team. Evaluated the aesthetic appeal of Dell application software presented in three different styles. The goal of the study was to determine which style users preferred for each application. Responsibilities included testing facilitation, task analysis, data analysis, summary report assistance, and writing the report. For this study I was the **lead** in creating the powerpoint report and dvd presented to Dell.

## **Graduate Teaching Experience**

**Wichita State University, Psychology Dept. | August 2007 - present.** Supervised by Dr. Ackerman

### **Psychology 401: Statistics | Fall 2007-Summer 2008**

Covered basic statistics and its application to Psychology. Analysis covered in class included standard scores, t tests, ANOVA, correlation, and chi-square.

**Teaching Responsibilities:** Instructor for undergraduate students. Led classroom lectures, grades papers, created and administered exams, and assigned grades.

## **Website Design**

**SURL, Wichita State University | 2006 – present**

Software Usability Research Laboratory (SURL), Wichita State University, Wichita, KS. Supervised by Dr. Barbara Chaparro.

**Usability News** | Fall 2006 – present

Web editor for the online newsletter published by SURL. Assisted in setting up List-Serv for a site that includes over 5000 members.

## Volunteer

**Human Factors and Ergonomics Society Wichita State Chapter (HFES)** | Served as **president** for HFES for 2007-08 and served as **vice-president** from 2006-07.

**Mulvane Jr. Wrestling Club** | Serve as Head Coach and Tournament director. Tournament director duties included organizing a Tournament to host around 700 wrestlers which included hiring referees, recruiting volunteers, speaking in front of school board, etc. Organization of tournament brackets required extensive organization and database skills using Excel 2003. Also, designed a website for the club.

**Compeer** | I was a one-on-one match with a child that suffered from a mental illness; served as his mentor.

**Psi Chi** | Psychology honors program

**Computer Systems Technical Group (CSTG)** | Served as newsletter editor from Spring 2007-present.

**Google Ambassador** | I partake in a program through Google that is designed to promote the company to students in our department.

## Local Presentations

**Human Factors Tea Presentations (Wichita State University)**

Spring 2006 - Personality of ClearType™ Fonts

Spring 2007 - Legibility of Fonts

Fall 2007 – Features that Influence Legibility of Characters

**Annual Psychology Department Research Roundup (Wichita State University)**

Spring 2006 - Personality of ClearType™ Fonts

Spring 2007 - The Attributes That Contribute to Typeface Legibility

Spring 2007 - The Effect of Typeface on the Perception of Documents

Spring 2008 – The Influence of Features on the Individual Character Legibility

## Publications

Shaikh, A. D., Chaparro, B. S., & **Fox, D.**, (2006). Perception of Fonts: Perceived Personality Traits and Uses. Usability News 8.1 [online]  
<http://www.surl.org/usabilitynews/81/PersonalityofFonts.asp>

Shaikh, A. D., Chaparro, B. S., & **Fox, D.**, (2006). Personality of ClearType™ Fonts. Proceedings of the Human Factors and Ergonomics 50<sup>th</sup> Annual Meeting.

**Fox, D.**, Shaikh, A.D., & Chaparro, B. S. (2007). The Effect of Typeface on the Perception of Email. Usability News 9.1 [online]

<http://www.surl.org/usabilitynews/91/POF2.asp>

**Fox, D.**, Chaparro, B. S., & Merkle, E. (2007). Examining Legibility of the Letter “e” and Number “0” Using Classification Tree Analysis. Usability News 9.2 [online] <http://www.surl.org/usabilitynews/92/legibility.asp>

**Fox, D.**, Shaikh, A. D., & Chaparro, B. S. (2007). The Effect of Typeface on the Perception of Onscreen Documents. Proceedings of the Human Factors and Ergonomics 51<sup>st</sup> Annual Meeting.

**Fox, D.**, Chaparro, B. S., and Merkle, E. (2008). Examining the Onscreen Legibility of the Number ‘0’ and Number ‘1’. Proceeding of the Human Factors and Ergonomics 52<sup>nd</sup> Annual Meeting.

**Fox, D.**, Chaparro, B. S., & Merkle, E. (2008). Examining Legibility of the Number ‘1’ and the “÷” Symbol. Usability News 10.1 [online] <http://www.surl.org/usabilitynews/101/legibility.asp>

Shaikh, A. D. & **Fox, D.** (2008). Does the Typeface of a Resume Impact Our Perception of the Applicant? Usability News 10.1 [online] <http://www.surl.org/usabilitynews/101/pof.asp>

## Honors

Dean’s honor roll for 8 semesters  
Elected Member of Psi Chi  
Elected member of Emory Lindquist Honors Program

## Scholarships

### 2002-03

Fairmount Scholarship  
Mulvane Jr. Wrestling Scholarship  
Mulvane U.S.D. 263 faculty scholarship

### 2003-04

Pearl J. Milburn Scholarship

### 2004-05

Dana Haddon Scholarship  
Benjamin F. Hammond Scholarship  
Pearl J. Milburn Scholarship  
Grant Y. Kenyon Memorial Scholarship (Psychology Dept.)

### 2005-06

Dr. Jim Klingsporn Scholarship (Psychology Dept.)  
Benjamin F. Hammond Scholarship

2007-08

George A. Lewis Scholarship (Psychology Dept.)