

**Veronica Hinkle**  
6601 Farmview  
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### ***Educational Background***

Currently pursuing a Ph.D. in Human Factors Psychology at Wichita State University since Fall 2005. Expected Graduation Date: Fall 2010.

Master's degree in Anthropology at Wichita State University, July 2005.

Bachelor of Arts in Psychology and Spanish, Wichita State University, 1998.

### ***Skills***

- Excellent verbal and written communication skills in English and Spanish, and ability to translate both verbal and written information in both languages
- Database and spreadsheet management and one-on-one training for software applications
- Computer skills: Windows, Microsoft Office (Word, PowerPoint, Outlook, Access, Excel), statistical packages (R, SAS, SPSS) DreamWeaver, FrontPage, Snag-It /Snag-It studio, and Web design (HTML)
- Typing skills of 65 wpm
- Strong background in instructional design, survey and questionnaire development, training and curriculum development, human-computer interaction, software and web site design, quantitative and qualitative research, grant writing, training methodology, data entry, data coding, and file management

### ***Information Architecture Experience***

*Information Architecture Re-Design of a Web Site, Summer 2009.* Redesigned a My Account section for a telecommunications company by using card sorting methodology (open and closed cards sorting). Project involved creating a new design (open card sorting) for the My Account section and then validating the new design (closed card sorting).

*Cross-cultural Card Sorting of Cell Phone Functions, Fall 2009.* Conducted an online card sorting project with cell phone users from Australia, U.S.A, and Malaysia to determine cross-cultural differences in menu names and grouping of menu functions. Project involved comparing analysis techniques for card sorting results.

*Information Architecture evaluation, Fall 2007.* Redesigned a My Account section for a telecommunications company by using card sorting methodology (open and closed cards sorting). Project involved creating a new design (open card sorting) for the My Account section and then validating the new design (closed card sorting).

### ***User Interface Experience***

*User Interface Evaluation, Spring 2007.* Evaluating the usability of three commercial card sort applications from the perspective of both researchers and participant end users.

*User Interface Design, Jeevian Technologies/H&R Block, 7/10/06 – 10-10-06.* Provided consulting services as a UI Layout Analyst for the design of an online product for H&R Block. Responsibilities included using existing resources and materials to help design part of the layout of a new product, adhering to the company's design and usability guidelines for the product, working with subject matter experts (SMEs) to aid in the UI layout, providing HF assistance to

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other team members, and creating templates that would facilitate design layout for non-HF team members.

***Usability and Expert Review Experience***

*Budget.com, Spring 2009.* Conducted a usability study with potential users of a car rental web site. The study concentrated on the user experience of online car rental. The study was part of a workshop on the reliability of quantitative usability metrics presented at the UPA 2009 Conference in Portland, Oregon. Responsibilities included being team leader for the usability study, testing facilitation, data analysis, and writing the usability report.

*Dean & Deluca, Summer 2007.* Conducted a usability study with potential users of a high end food and products internet web site. The study concentrated on the user experience of online shopping and checkout processes. Responsibilities included testing facilitation, data analysis, and summary report assistance.

*McClatchy, Summer 2007.* Conducted a usability study with potential users of online classifieds services. The study concentrated on user experience of the classified creation and checkout processes. Responsibilities included testing facilitation, data analysis, and summary report assistance.

*Domain Study of Dual Language Schools, Fall 2006.* Conducted a competitive usability study with several sites in the same genre to determine the most common and critical features for that domain. In this study, 12 participants (6 parents, 6 teachers) reviewed and performed tasks on three dual-language (English and Spanish) K – 8 public school websites. Site usability was determined through both objective and subjective measures, including task completion time, first-click, total # of pages visited, task success, perceived task difficulty, user satisfaction for each site, and overall ranked preference.

*Horace Mann Dual Language School website, Spring 2006 – Fall 2006.* Conducted requirements gathering to identify important areas for the redesign of the website and worked on redesigning a bilingual school website. Responsibilities included acting as a project leader for the team, coordinating and assigning redesign tasks, applying usability principles to redesign, and conducting usability testing of the redesigned website to ensure ease-of-use, functionality, and user satisfaction.

*SEEK website, Spring 2006.* Conducted a usability study with users who are in the field of social work to evaluate usability for target audience and to make recommendations for improvements for users with minimal computer experience. The SEEK site provides online continuing education classes to social work professionals. Responsibilities included testing facilitation, data analysis, and summary report assistance.

*Playwrights website, Spring 2006.* Conducted an expert review of the site and helped with testing facilitation and summary report assistance. The Playwrights site provides audio and video files of interviews with American playwrights.

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*CertainTeed Comparative Analysis, Fall 2005.* Conducted a usability study with users who are experienced in house remodeling and construction. CertainTeed sells building materials to professionals and the public in general. This project involved comparing the CertainTeed website to 23 competitor sites in terms of ease of use, satisfaction, general appeal. Responsibilities included testing facilitation, data analysis, and summary report assistance.

#### ***HCI skills***

- Software: Ergobrowser, Morae Software, TaskArchitect , Axure,
- Usability testing and Expert Reviews
- Information architecture design
- Task Analysis
- Training and curriculum development
- User survey and interview techniques
- Cognitive Walkthrough
- Talk aloud protocol

#### ***Qualitative research methodology***

- Ethnographic techniques (participant observation, direct and indirect observation)
- Interviews
- Questionnaire and Survey Construction
- Content Analysis
- Task Analysis
- Knowledge elicitation techniques: folk taxonomies, free-listing, card sorting, and repertory grid interviews

#### ***Quantitative research methodology***

- Questionnaire and Scale development
- ANOVA and Regression Analysis
- Advanced Linear Modeling (GLM techniques)
- Cluster Analysis
- Multidimensional Scaling

#### ***Research Projects***

Completed projects:

- Scale and Survey Development
  - *Measuring the Effectiveness of Engineering Teaching Techniques. Fall 2007 – Spring 2008.* Developed a survey based on Bloom's Taxonomy to evaluate outcomes of engineering teaching techniques to promote student awareness of sustainability. Wrote a research findings report for data collected during a year and a half for principal investigator. Grant-funded research.
  - *Engineering Global competency. Fall 2008.* Developed a survey to evaluate outcomes of engineering research projects designed to promote student global competency. Wrote a research findings report for principal investigator. Grant-funded research.

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- *Cell Phone Experience Scale. Fall 2009 – Present.* Developed a questionnaire to evaluate activities related to the cell phone experience. The scale is currently being used in an ongoing research project and will be validated. Independent Research.

In progress:

- Methodological development
  - *Repertory Grid Interviews. Spring 2007 & Summer 2009 – Present.* Conducted pilot study to develop a methodology with websites as stimuli. Currently conducting further research with travel websites to understand the effects of aesthetic design on users' perceptions of homepage websites. Independent Research.
  - *Comparison of Moderation Effects on Physical vs. Online Card Sorting. Spring 2009 – Present.* Currently conducting experimental work on the effects of researcher moderation during card sorting exercises in both online and physical settings. Independent Research.
- Program Evaluation
  - *Needs Assessment Survey. Fall 2008 & Fall 2009.* Developed a program evaluation questionnaire for assessing the needs of a HF psychology graduate program. The needs assessment survey is undergoing its second revision and will be launched on Fall 2009. Independent Research.
- Curriculum Development & Training
  - *Qualitative Methods Tool Kit. Spring 2009 – Summer 2009.* Developed a training manual for an assortment of commonly used qualitative techniques in HCI. The manual includes background information on individual methods, step-by-step instructions for using individual methods, and main methods of analysis for qualitative data. Methods included in the kit are currently being tested. Independent Research.

#### ***Research and Fieldwork Experience In Psychology***

- Currently working at the Software Usability Research laboratory (SURL, Dr. Barbara Chaparro) since the Fall of 2005. Responsible for conducting experiments, entering data, conducting statistical analysis, and writing and editing research reports.
- Three years at WSU Cognitive laboratory (Dr. Marilyn Turner) as Project Leader for the Colorado Neuropsychology test battery. Responsible for conducting experiments, entering data, conducting statistical analyses, and maintaining laboratory rooms.

#### ***Research and Fieldwork Experience In Anthropology***

- Working on collection management in WSU zooarchaeology/contract archaeology lab in August 2003-May 2005. Updating and organizing archaeological collections. Cleaning and preparing fossils or bones for reconstruction. Conducting flotation analysis of different archaeological sites.
- Applied ethnographic project on people's perceptions of trash, dump sites, and recycling (class project)
- Applied ethnographic project for developing cultural training programs (master's thesis)
- One and a half years of experience in primitive art, WSU Asmat collection. Responsible for performing conservation work, cataloging, and treatment reports.

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- Eight weeks of ethnographic and museum fieldwork experience in the Guatemalan highlands. Responsible for researching masks and mask-makers, as well as documenting current processes in mask shops.
- One week of ethnographic fieldwork in Belize with Dr. Clay Robarchek and Carole Robarchek.

### ***Other Work Experience***

Fall 2005 to Present, *WSU Psychology Department, Graduate Teaching Assistant/ Graduate Research assistant*. Responsible for teaching undergraduate classes and conducting/leading research projects.

Spring 2003 – Spring 2005 *WSU Anthropology Department, Graduate Student Assistant*  
Responsible for teaching undergraduate classes and conducting/leading research projects.

9/05/00 to 6/7/0, *NETg, Instructional Content Writer*

Responsible for writing and editing multimedia professional development courseware for Fortune 1000 companies. Core responsibilities include researching courseware topics, determining learning objectives for instructional content, organizing content for efficient learning, and writing the actual content and practice exercises, vignette examples, and evaluation quizzes. Examples of program series that I have written and designed include team leadership, mentoring, career development, exit interviewing, 360-degree feedback, and administrative assistant skills. Other responsibilities include proofing and formatting documents, testing training programs, meeting rigorous deadlines, communicating with audio, video, and graphics teams, as well as serving as an in-house subject matter expert to other internal teams.

10/20/99 to 9/01/00, *The Coleman Company, Inc., International Customer Service Representative*

Responsible for entering and tracking customer orders for Sunbeam, Health O Meter and Mr. Coffee international accounts (Asia, Australia, Europe, Middle East and Africa, Brazil, Venezuela, and Australia). Coordinating logistics for international orders. Researching and gathering detailed information related to marketing, engineering and logistics by communicating with different departments. Establishing communication processes, as well as providing marketing support for Health O Meter and Sunbeam to international affiliates. Knowledge of JD Edwards and Coleman (BOSS) database. Written and verbal translations when requested. 90% of business correspondence is via e-mail or telephone in both English and Spanish.

### ***Presentations***

**Hinkle, V.**, Riley, S. & Chaparro, B. (2008, October). A Usability Comparison of Computerized Card Sorting Applications from the Researcher's Perspective. Paper presented at the 52<sup>nd</sup> annual meeting of the Human Factors and Ergonomics Society, New York, NY.

**Hinkle, V.** & Naidu, S. (2008, April 4). Using Card Sorting for Information Architecture Design. Paper presented at the annual meeting of the 54<sup>th</sup> Southwestern Psychological Association Convention, Kansas City, MO., as part of the symposium, Website Design, Onscreen Reading, and Usability Testing. The symposium was chaired by Barbara Chaparro, Wichita State University.

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Naidu, S., **Hinkle, V.**, Shresta, S. , and Chaparro, B. (2007, April 4). A Usability Study of Three Dual-Language (English-Spanish) School Websites. Paper presented at the annual meeting of the 53<sup>rd</sup> Southwestern Psychological Association Convention, Dallas Forth Worth, TX.

**Hinkle, V.** & Burdsal, C. (2006, April 13). The Impact of Class and Student Education Levels on Teaching Evaluation Instruments. Paper presented at the annual meeting of the 52<sup>nd</sup> Southwestern Psychological Association Convention, Austin, TX.

**Hinkle, V.** (2004). Instrument Accuracy at the WSU Biological Anthropology Laboratory (BAL). WSU Advanced Skeletal Biology Seminar. Fall 2004, Wichita, KS.

**Hinkle, V.** (2004). An Online Approach to Teaching Culture to International Students. WSU Lambda Alpha Symposium. Spring 2004, Wichita, KS.

**Hinkle, V.** (2003, October 29). Pre-Columbian Mayan Traditions: The Dance of the Deer in Guatemala. Paper Presented at the bi-annual WSU Anthropology Colloquium, Wichita, KS.

**Pang, V.** & Turner, M. L. (1999, April 1). Age-related effects on tower of Hanoi and Memory Card Performance. Paper presented at the annual meeting of the 45<sup>th</sup> Southwestern Psychological Association Convention, Albuquerque, N.M., as part of the symposium, *Where Age-Related Differences in Cognition Do and Do Not Occur!* The symposium was chaired by Marilyn L. Turner & William E. Pate II., Wichita State University.

Pate, W. E., **Pang, V.** & Turner, M. L. (1998). Age-related proactive interference and facilitation in immediate memory and problem-solving. Paper presented at the annual meeting of the 44<sup>th</sup> Southwestern Psychological Association Convention, New Orleans, LA.

**Pang, V.** & Turner, M. L. (1998, March 21). Age Effects on Cognitive Tasks: Tower of Hanoi and Memory Cards. 18<sup>th</sup> Annual Great Plains Students' Psychology Convention, Nebraska Wesleyan University & Bellevue University. Lincoln, Nebraska.

**Pang, V.** & Turner, M. L. (1997). The Role of Age and Problem Solving Strategies in the Tower of Hanoi Test. Association of Psychological and Educational Research in Kansas (PERK). Kansas Newman, Wichita, KS.

### **Publications**

**Hinkle, V.D.** April 2009. Using Tag Clouds to Visualize Text Data Patterns. Usability News 11.1.

**Hinkle, V.D.** October 2008. Card-Sorting: What You Need to Know about Analyzing and Interpreting Card Sorting Results. Usability News 10.2.

Chaparro, B., **Hinkle, V.D.**, Riley, S. November, 2008. *The Usability of Computerized Card Sorting: A Comparison of Three Applications by Researchers and End Users*. Journal of Usability Studies, volume 4, issue 1.

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Naidu, S., **Hinkle, V. D.** & Shresta, S. (2007). Comparing the Usability of Three Dual-Language School Website. Usability News 9.1.

***Awards and Honors***

- Marvin Munsell Fellowship Award 2004-2005, \$1,060
- NAFSA Grant to fund Master's Thesis for \$5, 340 with Dr. Robert Lawless as principal investigator

***Classes Taught:***

- Introduction to Psychology, PSY 111 (Spring 2006, Fall 2008 - Present)
- Psychology Of Learning (Fall 2006-Spring 2008)
- Cognitive Anthropology 388 (Spring 2006)
- Research Methods, PSY411 (Fall 2005)
- Introduction to Cultural Anthropology, ANTHRO102 (Fall 2003 - Spring 2004)

***Professional Memberships***

- Human Factors And Ergonomics Society (HFES)
- Association of Computing Machinery Special Interest Group: Computer-Human Interaction (ACM - SIGCHI)
- Usability Professionals Association (UPA)
- Southwestern Psychological Association (SWPA)
- Lambda Alpha Honorary Society in Anthropology

***Service Activities***

- WSU department of Psychology (Fall 2008 - present)
- Reviewer for UPA and HFES (2006 - present)
- Horace Mann Middle School web manager (Fall 2005 - present)
- Student Editor of Lambda Alpha Journal (Spring 2004 to Fall 2005)
- Lambda Alpha web manager (Spring 2004 to Fall 2005)

***References***

Dr. Barbara Chaparro, Wichita State University  
barbara.chaparro@wichita.edu (advisor and psychology professor)

Dr. Charles Burdsal, Wichita State University  
charles.burdsal@wichita.edu (chair and psychology professor)

Dr. Louis Medvene, Wichita State University  
louis.medvene@wichita.edu (psychology professor)