

# KELSI MARIE LENZ

1845 FAIRMOUNT, BOX 34 • WICHITA, KS 67260-0034 • PHONE (580) 478-3779  
FAX (316) 978-3593 • E-MAIL [kmlenz@wichita.edu](mailto:kmlenz@wichita.edu)

## OBJECTIVE

---

Seeking an internship in a human factors or a research and development environment that requires research skills, teamwork and an understanding of human factors principles. Interested in a company that is serious about making their products useful, pleasant, and easy to use.

## EXPERIENCE

---

2005-Present      Wichita State University      Wichita, KS  
■ Ph.D in Human Factors Psychology (expected in 2010).

2001-2005      Oklahoma State University      Stillwater, OK  
■ Bachelor of Science in Psychology  
■ Thesis: *Event-based Prospective Memory, Absentmindedness, and Visual Search*.  
■ Departmental Honors College Degree  
■ Graduated *Summa Cum Laude*

1998-2001      Drummond High School      Drummond, OK  
■ High School Diploma  
■ Class Valedictorian

## RELEVANT SKILLS

---

Experience in formal and discount usability testing

Knowledgeable of usability software tools: ErgoBrowser, Morae, Tobii eye tracker, Clear View eye tracking analysis software

Experience in experimental design and statistical analysis with SPSS

Knowledge of user centered interface design and evaluation

Knowledgeable of software design and prototyping tools: Visual Basic, Frontpage, Powerpoint, Photoshop

## **CURRENT RESEARCH PROJECTS**

---

Web Objects: Where's the Search? Re-Examining User's Expectations of Web Objects

- Survey participants for their expected location of web objects
- Incorporate eye tracking to verify results

Eyetracking Web Study

- Examining user's eye gaze patterns when viewing columns of text on the web.

## **WORK EXPERIENCE (CONCURRENT WITH EDUCATION)**

---

2001- present Software Usability Research Laboratory Wichita, KS

### *Graduate Research Assistant*

- Perform various experimentation activities for corporate clients
- Develop, conduct and analyze human evaluation websites and software interfaces
- Aided in redesigning the website for the Center for Environment and Human Health, WSU
- Assisted in Usability Testing for the following clients:
  - CertainTeed.com (*Data Collector, Report Proofreader*)2005
  - Textron.com (*Facilitator, Data Collector, Report Writer, Report Proofreader, Eye Tracking*)2005/2006/2007
  - American Playwrights Website (*Expert Review*)2005
  - WSU Human Resources Website (*Data Collector* )2005
  - Coleman.com (*Facilitator, Data Collector, Data Analyzer, Report Writer, Report Proofreader, Eye Tracking*) 2006
  - The McClatchy Company Website (*Facilitator, Data Collector, Data Analyzer, Report Writer, Report Proofreader*) 2007
  - Dean and Deluca Website (*Facilitator, Data Collector, Data Analyzer, Report Writer, Report Proofreader, Eye Tracking*) 2007

## **AWARDS AND HONORS**

---

Freshman Award for Excellence, Fall 2001

Joe Martin Bank of America Scholarship, Fall 2001 – Spring 2005

Honors College Ambassador – Fall 2002 – Spring 2005

General Honors College Award – Spring 2002

Developmental Honors College Award – Spring 2003

Departmental Honors College Award – Spring 2005

## **PAST RESEARCH PROJECTS**

---

### Web Objects Study

- Evaluated user's expectations for the locations of common web objects
- Results published in Usability News ([www.usabilitynews.org](http://www.usabilitynews.org))

### Eye Tracking Study

- Evaluated user's gaze patterns for picture categories vs. text in searching vs. browsing conditions.
- Results published in Usability News ([www.usabilitynews.org](http://www.usabilitynews.org))

### Input Device Study

- Evaluated user's ability to accurately identify and eliminate on-screen targets with three different input devices.
- Results published in Usability News ([www.usabilitynews.org](http://www.usabilitynews.org))

## **REFERENCES**

---

Barbara Chaparro, PhD *Advisor*  
Director of Software Usability Research Lab (SURL)  
Wichita State University  
Wichita, KS 67260-0034  
(316) 978-3683  
[barbara.chaparro@wichita.edu](mailto:barbara.chaparro@wichita.edu)

Debbie Robinson *Current Employer*  
Director, Health Information Management  
Integris Bass Baptist Hospital  
600 S. Monroe St.  
Enid, OK 73701  
(580) 548-1111

Dr. Dwight Olson *Previous Employer*  
Veterenarian

Olson Animal Hospital  
1533 N. Grand  
Enid, OK 73701  
(580) 237-6901