

Shiva Naidu

1744 N.Hillside St #2-4 ♦ Wichita, KS 67214 ♦ (316) 992-3914 ♦ sxnaidu@wichita.edu

Objective

To obtain an internship position to utilize professional insight and experience focusing on human factors and ergonomics, specifically human computer interactions.

Education

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|---|----------|
| PhD in Human Factors Psychology
Department of Psychology
<i>Wichita State University, Wichita, KS</i> | Jan 2009 |
| Masters in Human Factors Psychology
Department of Psychology
<i>Wichita State University, Wichita, KS</i>
Master's Thesis: <i>Examining the Effect of Varying Types of Border Displays on Reaction Time</i> | May 2007 |
| Bachelor of Science in Mechanical Engineering
College of Engineering
<i>Wichita State University, Wichita, KS</i> | May 2003 |

Usability Experience

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|---|---------------------|
| Dean & Deluca Usability Study
<i>Software Usability Research Lab, Wichita State University, Wichita, KS</i> <ul style="list-style-type: none">• Usability evaluation of Dean and Deluca website• Experience collecting performance and user satisfaction data using MORAE video capture system and Microsoft Access• Made design recommendations for the Dean and Deluca website, including menu structure and terminology issues | Jul. 2007 |
| McClatchy Usability Study
<i>Software Usability Research Lab, Wichita State University, Wichita, KS</i> <ul style="list-style-type: none">• Usability Testing of McClatchy online ad placement process• Experience in running participants in study• Collected performance and user satisfaction data using MORAE video capture system and Microsoft Access• Made design recommendations for the navigational issues of the online ad process• Aided in report writing process | Jun. 2007 |
| Wichita State University website analysis
<i>Software Usability Research Lab, Wichita State University, Wichita, KS</i> <ul style="list-style-type: none">• Card Sorting study to determine appropriate menu names for website• Made recommendations on potential list of menu title• Usability Testing of several different versions of future site to determine functionality and usefulness of new menu structure and location of information• Talk-Aloud testing to determine appropriate images and terminology for Student Admission section | Jun. 2005-Jan. 2007 |

- Coleman.com website** Apr. 2006
Software Usability Research Lab, Wichita State University, Wichita, KS
- Usability Testing of Coleman.com website
 - Experience in running participants in study
 - Collected performance and user satisfaction data using MORAE video capture system, Tobii eye-tracking system, Microsoft Access, and WUS satisfaction surveys
 - Made design recommendations for website

- American Playwrights Interview website** Mar. 2006
Software Usability Research Lab, Wichita State University, Wichita, KS
- Usability Testing of Playwrights' website
 - Ran representative subjects as an experimenter
 - Collected performance and user satisfaction data using MORAE video capture system and Microsoft Access
 - Made design recommendations for website

- CertainTeed.com website** Sept. 2005
Software Usability Research Lab, Wichita State University, Wichita, KS
- Usability Testing of CertainTeed website and 23 competitor sites as well
 - Experience in running participants in study
 - Collected performance and user satisfaction data using MORAE and SUS satisfaction surveys
 - Identified good and bad features on all websites as compared to CertainTeed

- Aviation Technical Writer's Workshop** Jun. 2005
Wichita State University, Wichita, KS
- Joint venture between Human Factors department, National Institute of Aviation Research (NIAR), and the Federal Aviation Administration
 - Assisted in training aviation technical writers on use of cognitive walkthrough and usability testing methods as applied to technical documents
 - Responsible for making workshop CDs for mass distribution to attendees

- Wichita State University's Human Resources website** Feb. 2005
Software Usability Research Lab, Wichita State University, Wichita, KS
- Usability Testing of Human Resource website
 - Experience in running participants in study
 - Collected performance and user satisfaction data using ErgoBrowser, MORAE video capture system and WUS satisfaction surveys
 - Made design recommendations for website

Research Experience

- Horace Mann elementary school website** Aug. 2006-Jan. 2007
Software Usability Research Lab, Wichita State University, Wichita, KS
- Involved in re-designing dual-language website
 - Learnt to use Microsoft FrontPage
 - Conducted a domain study on newly designed website
 - Collected performance and user satisfaction data using ErgoBrowser and satisfaction survey, WUS
 - Made design recommendations for dual-language website

- Children's website study** Jan.2005-May. 2005

Software Usability Research Lab, Wichita State University, Wichita, KS

- Domain study to evaluate the usability of educational websites targeted to 7-10 year old children
- In charge of recruitment of subjects and conducting the study
- Collected data, analysis of data, and writing up the report

Wichita State University survey Jan. 2006- June 2006

Academic Affairs and Research Office, Wichita State University, Wichita, KS

- Developed and distributed several campus wide surveys for WSU's Academic Affairs and Research Office
- Experienced in designing professional surveys on MRIinterview, an online survey tool
- Surveys made specifically for faculty, staff and student population
- Collected and analyzed survey data
- Presented information to Vice-President of Academic Affairs and Research

Research Assistant, Human Factors Lab

Jan. 2004 - present

Wichita State University, Wichita, KS

- Worked on aviation maintenance manuals
- Involved in analyzing Public Change Requests (PCR) forms
- Involved in development of Aviation Technical Writers' workshop
- Worked on development of trifold and take home folders for workshop

HVAC re-design project for Axtel Hospice Center

Jan. 2003-May 2003

Professional Engineers, Wichita, KS

- Involved in re-designing the heating, ventilation, and cooling systems of Axtel Hospice Center, Newton, KS
- Calculated heating and cooling loads required for efficient and economic use of hospice, especially in summer and winter
- Responsible for presentation of re-design recommendations to senior engineers

Articles

Naidu, S., & Chaparro, B.S. (2007). *Top ten mistakes of shopping cart design revisited: A survey of 500 top e-commerce websites*. Retrieved August 26th, 2007 from: <http://psychology.wichita.edu/surl/usabilitynews/92/shoppingcart.html>

Naidu, S., Hinkle, V. D., & Shrestha, S. (2007). *Comparing the usability of three dual-language school websites*. Retrieved March 25th, 2007 from: <http://psychology.wichita.edu/surl/usabilitynews/91/schools.html>

Hamblin, C., Naidu, S., & Miller, C. (2006). *Usability analysis of a computer-based avionics system*. Retrieved March 25th, 2007 from: <http://psychology.wichita.edu/surl/usabilitynews/81/AvionicsSystems.htm>

Naidu, S. (2005). *Evaluating the usability of educational websites for children*. Retrieved March 25th, 2007 from:

http://psychology.wichita.edu/surl/usabilitynews/72/children_internet.htm

Teaching Experience

Research Methods Laboratory

Jan. 2005-Present

Taught senior undergraduate psychology students basic statistical methodologies using Excel and SPSS.

Industrial & Organizational Psychology

Jun 2007-Present

Taught undergraduate psychology and engineering students the various roles of scientific psychology in the selection, training, evaluation, and general welfare of people in the workplace.

Relevant Courses Taken

Principles of Human Factors

Seminar in Sensation & Perception

Software Psychology

Independent study on Children and Web Use

Industrial Ergonomics

Seminar in Human Factors

Seminar in Aging Psychology

Project Management

Professional Affiliations

Student Member, Usability Professionals Association

May 2007 - Current

Student Member, Human Factors and Ergonomics Society

Jan. 2005-Current

Student Member, Association for Computer Machinery

Jan. 2005-Current

Student Member, American Society of Mechanical Engineers

May 2000-Jan 2004

Professional Strengths

Experienced user in Microsoft Office, MORAE, Ergobrowser, FrontPage, MRInterview, Visual Basic 6.0, TaskArchitect and various Card Sorting softwares

Can communicate in English, Tamil, and Bahasa Melayu

Ability to clearly and professionally communicate with coworkers and customers

Ability to communicate and work with a diverse staff

Enthusiastic in accepting new challenges and tasks

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Professional References

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