

# Sav Shrestha

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## EDUCATION

- **Ph.D. Experimental Psychology** (Human Factors) | [Wichita State University](#)  
*Expected May 2010*
- **M.A. Psychology** (Human Factors) | [Wichita State University](#) *February 2006*
- **B.A. Psychology** | [Slippery Rock University](#) *December 2002*

## SKILLS

- Usability tools:  
ErgoBrowser, Techsmith Morae, Techsmith UserVue, Tobii ClearView, Tobii Studio, CardSort, EZCalc, TaskArchitect (responsible for training new / less experienced students)
- Experimental design and statistical analysis:  
Nonparametric, multivariate, and qualitative using SPSS, Excel, SAS, and R (S-Plus)
- User-centered interface design and evaluation techniques:
  - a. Requirements Gathering using Scenarios, Use Cases, Cognitive Walkthrough, Task Analysis Methods, Contextual Inquiry and Focus Groups
  - b. Low and high-fidelity Prototyping using:  
Adobe Flash, Director, Dreamweaver, Photoshop, Illustrator  
Microsoft Expression, Visio, Visual Basic, PowerPoint
  - c. Human Error Identification and Mental Workload Assessment Methods
  - d. Interface Analysis Methods including Formal and discount usability testing
- Advanced computer skills: Web development, hardware, networking, and troubleshooting
- Enthusiastic team player, management, team lead, and group facilitator
- Excellent skills in communication and collaboration

## EXPERIENCE

[Software Usability Research Laboratory \(SURL\)](#) - Wichita State University

Graduate Research Assistant | 2003 – 2009

- Web Developer: [www.surl.org](http://www.surl.org)
- Perform various experimentation activities for corporate clients

- Develop, conduct and analyze human evaluation of websites, and software interfaces
- Assist in the training, orientation, and supervision of new and/or less experienced students
- Maintenance of the lab computers, including purchasing, installing and upgrading of hardware and software, optimizing the performance of the computers and responding to user queries
- Usability testing for the following clients: (Responsibilities include role as a lead investigator, Morae / Tobii eye tracker analyst, report writer, and graphics designer)
  - ❖ [Perfect Forms](#): Expert review of Perfect Forms UI | *Dec 2008*
  - ❖ [DELL Inc](#): First impression analysis of Dell commercial / enterprise application using eye tracking | *Aug 2008*
  - ❖ [DELL Inc](#): Competitive analysis of DELL laptop management application | *Aug 2008*
  - ❖ [DELL Inc](#): Eye tracking evaluation of a laptop management application | *Jan 2008*
  - ❖ [DELL Inc](#): Eye tracking evaluation of a mobility solutions application | *Dec 2007*
  - ❖ [Dean and Deluca](#): Usability / eye tracking analysis of their website focusing on the checkout process | *2007*
  - ❖ [McClatchy](#): Usability / eye tracking analysis of their website focusing on the online ad placement process | *2007*
  - ❖ [CertainTeed](#): Competitive analysis of each of their product lines with a total of 23 competitor websites | *2004*
  - ❖ [Coleman](#): Usability / eye tracking analysis of their website | *2005 / 2006*
  - ❖ [Textron](#): Usability / eye tracking analysis of their website; Competitive analysis of selected product/service lines focusing on four distinct user groups | *2005 / 2006 / Feb 2007 / Dec 2007*
  - ❖ [Textron Portal](#): Usability analysis of their portal focusing on users of different business units | *2005 / 2006*
  - ❖ [WSU Human Resources](#): Usability analysis of their website | *2004*
  - ❖ [Social Workers Education and Empowerment in Kansas \(SEEK\)](#): Usability analysis of their website focusing on registering and completing the CEU courses | *2005 - 2006*
  - ❖ [William Inge Center for the Arts](#): Usability analysis of their website | *2004*

### [General Atomic](#)

Graphical User Interface / Interaction Design / Prototyping support for UAV cockpit redesign project | *2007 - Present*

[Human Factors and Ergonomic Society](#) – [Education Technical Group](#) (HFES - ETG)

Webmaster | *2003 – 2008*

- Content creation, structuring, layout and maintenance using design principles (simplicity, structure, consistency and tolerance) and W3C web content accessibility guidelines

[Center for Environment and Human Health](#) - Wichita State University

Graduate Research Assistant | 2006 – 2007

- Responsible for content creation, information architecture, design and evaluation and training for the maintenance of the website.
- Creating easy to use [interactive map](#) to access health and safety information in different municipalities in Kansas

[Horace Mann Dual Language Magnet](#)

Webmaster | 2006 – 2007

- Designing children K-8, teachers and parents
- Responsible for content creation, information architecture, design and evaluation of the dual language website

[Department of Social Work](#) - Wichita State University

Graduate Research Assistant | 2005 – 2006

- Worked on the [Kan-Ed](#) grant to create a portal ([SEEK](#)) providing Continuing Education Units (CEUs) for the practicing social workers.
- Responsible for content creation, information architecture, design and evaluation of the portal.

## PUBLICATIONS

Shrestha, S., Owens, J. & Chaparro, B. S. (2009). The Effect of Location and Congruency of Text Ads on Information Search. *Proceedings of the 53<sup>rd</sup> Annual Meeting of the Human Factors and Ergonomics Society, San Antonio.*

Shrestha, S., Owens, J. & Chaparro, B. S. (2008). Eye Movements on a Single-Column and Double-Column Text Layout. *Proceedings of the 52<sup>nd</sup> Annual Meeting of the Human Factors and Ergonomics Society, New York.*

Shrestha, S., Abdinnour-Helm, S. & Chaparro, B. S. (2008). Using the Analytical Hierarchical Process to Create a Single Usability Score for Website Interfaces. *Proceedings of the 52<sup>nd</sup> Annual Meeting of the Human Factors and Ergonomics Society, New York.*

Shrestha, S., & Owens, J. (2008). Eye Movement Patterns on Single and Dual-Column Web Pages.

Retrieved September 15<sup>th</sup>, 2008 from: <http://www.surl.org/usabilitynews/101/column.asp>

- Shrestha, S., Lenz, K., Owens, J. & Chaparro, B. S. (2007). F-Pattern Scanning of Text and Images on Web Pages. *Proceedings of the 51<sup>st</sup> Annual Meeting of the Human Factors and Ergonomics Society, Baltimore.*
- Shrestha, S. (2009). Eye Movement Analysis of Text-Based Web Page Layouts. Retrieved April 3<sup>rd</sup>, 2009 from: <http://www.surl.org/usabilitynews/111/eyetracking.asp>
- Shrestha, S. (2008). A Review of Morae™ 2.0 for Usability Testing. Retrieved September 15<sup>th</sup>, 2008 from: <http://www.surl.org/usabilitynews/91/MoraeAnalysis.asp>
- Shrestha, S., & Lenz, K. (2007). Eye Gaze Patterns while Searching vs. Browsing a Website. Retrieved September 15<sup>th</sup>, 2008 from: <http://www.surl.org/usabilitynews/91/eyegaze.asp>
- Shrestha, S. (2007). A Review of Morae™ for Usability Testing. Retrieved September 15<sup>th</sup>, 2008 from: <http://www.surl.org/usabilitynews/91/MoraeAnalysis.asp>
- Shrestha, S. (2006). Does the Intrusiveness of an Online Advertisement Influence User Recall and Recognition?. Retrieved September 15<sup>th</sup>, 2008 from: <http://www.surl.org/usabilitynews/81/OnlineAds.asp>
- Owens, J., Shrestha, S. & Chaparro, B. S. (2009). Effects of Text Saliency on Eye Movements while Browsing a Web Portal. *Proceedings of the 53<sup>rd</sup> Annual Meeting of the Human Factors and Ergonomics Society, San Antonio.*
- Owens, J., Shrestha, S. & Chaparro, B. S. (2008). Eye-Tracking Patterns of Web Portal Browsing. *Proceedings of the 52<sup>nd</sup> Annual Meeting of the Human Factors and Ergonomics Society, New York.*
- Naidu, S., Hinkle, V., Shrestha, S., and Chaparro, B. S. (2007). A Usability Study of Three Dual-Language (English-Spanish) School Websites. *Proceedings of the 53<sup>rd</sup> Southwestern Psychological Association Convention, Dallas Forth Worth.*
- Naidu, S., Hinkle, V. D., & Shrestha, S. (2007). Comparing the usability of three dual language school websites. Retrieved September 15<sup>th</sup>, 2008 from: <http://www.surl.org/usabilitynews/91/schools.asp>

## **SYMPOSIUMS**

- Chaparro, B., Fox, D. E., Shrestha, S., Owens, J. W., Hinkle, V. D. (2008, April). Eye Tracking Patterns of Users during Browse Tasks in Web Portals. In B. Chaparro (Chair), Website Design, Onscreen Reading, and Usability Testing conducted at the 2008 annual convention of the Southwestern Psychological Association, Kansas City, Missouri.

## **AFFILIATIONS**

- Human Factors and Ergonomics Society (HFES)
- Southwestern Psychological Association (SWPA)
- Human Factors Student Chapter (Wichita State University)
- Psychology Graduate Student Organization (PGSO)