

KEVIN M. McDONALD

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SicolaMartin • Austin, Texas

User Experience Consultant • Interactive Division • Summer 2001 to present

- Devised and implemented a unique usability methodology (based on Nielsen's heuristic evaluation) for a large scale website
- Performed usability assessments on client companies' interactive offerings
- Offered design recommendations based on usability evaluations

Aviri, Inc • Austin, Texas

Lead Interaction Designer/Usability Specialist/ Visual Designer • Development Organization • Spring 2001 to late Fall 2001

- Employed an iterative, user-centered design process in the redesign of the software from version 1.0 to 2.0
- Interviewed existing clients to gather information about current workflows and determined the success of the software in meeting their goals
- Conducted informal, qualitative usability sessions to further establish the strengths and weaknesses of the software
- Designed the information architecture and interface (on both paper and screen) for the software's 2.0 release
- Scheduled and conducted regular usability sessions with users to gauge the effectiveness of the prototype designs
- Developed a visual language (iconography, color selection) consistent with the company brand and the mission of the software

Trilogy Software, Inc • Austin, Texas

Interaction Designer/Usability Specialist • Human Computer Interaction • Spring 1999 to Fall 2000

- Managed interaction design and usability processes for customers such as IBM (wireless devices), Nokia, and Manulife USA
- Provided HCI consulting for internal projects, ranging from configuration software to business to consumer websites
- Designed information architecture and interface solutions (on both paper and screen), and tested those designs with end-users and peers
- Excelled in an iterative, user-centered design environment by working closely with users, software developers, and visual designers
- Regularly interviewed clients to gather information about workflows, product specifications, goals, and tasks
- Demonstrated expertise in a variety of techniques, such as formal usability testing, discount usability, comparative testing, focus groups and surveys in both a usability lab and at client locations
- Developed expertise at concept generation, needs analysis, performing user studies

Collateral Project Lead • College Recruiting Business Unit • Spring 1997 to Fall 1998

- Co-developed 1998-1999 College Recruiting collateral materials (print and electronic) from inception to production
- Supervised production team of two graphic designers and one writer/editor
- Managed production budget in excess of \$300,000
- Devised/implemented strategic plans to recruit the top technical students at universities across the nation

Graphics, Visualization, and Usability Center • Georgia Institute of Technology

Graduate Researcher • Everyday Computing Lab • Fall 2000

- Conducted research in ubiquitous computing for the AwareHome project at Georgia Tech
- Focused on the notion that users' *values* should be as intrinsic to the design process as studies of context and task
- Building on existing research rooted in conceptual art, designed unique and descriptive methodologies for capturing a sense of user values

Teaching Assistant • College of Computing • Fall 2000

- Graduate Student Instructor for the Human-Computer Interface Design and Evaluation class under Professor Chris Shaw
- Responsible for teaching several undergraduate class sessions; served as a general resource for 45 students
- Prepared and evaluated design assignments and exam questions

Research Assistant • Information Interfaces Research Group • Winter/Spring 1999

- Designed and implemented usability sessions for two visualization applications developed by a faculty member of the School of Computer Science
- Collected, collated and analyzed quantitative and qualitative data from usability sessions
- Utilized a variety of usability methods (cognitive walkthrough, questionnaires, surveys, observation, informal interviews) in capturing user reaction to the interface
- Worked with application developers to make iterative improvements to the interface based on the formative evaluation sessions

Carnegie Mellon University • Pittsburgh, Pennsylvania

Assistant Director of Undergraduate Admission • Summer 1994 to Spring 1997

- Recruited academically and artistically talented high school students
- Director of the Carnegie Mellon Admission Council (CMAC) - the alumni interviewing organization for the Office of Undergraduate Admission
- Redeveloped CMAC collateral materials (print and electronic)
- Liaison to the Mellon College of Science and the School of Computer Science

EDUCATION

Master of Science in Human Computer Interaction

Georgia Institute of Technology • Atlanta, Georgia • Spring 2001

Graduate Course work

Schools of Computer Science and Public Policy

Carnegie Mellon University • Pittsburgh, Pennsylvania • 1996

Bachelor of Arts in History and Economics

Minor in the Fine Arts

College of William and Mary • Williamsburg, Virginia • Spring 1994

JOURNAL PUBLICATIONS

Stasko, John, Catrambone, Richard, Guzdial, Mark and McDonald, Kevin, "An Evaluation of Space-Filling Information Visualizations for Depicting Hierarchical Structures", *International Journal of Human-Computer Studies*, Vol. 53, No. 5, November 2000, pp. 663-694.

SKILLS

- Working knowledge of html, JavaScript
- Experience with formal and discount usability techniques
- Adobe PhotoShop and Illustrator
- Macromedia Dreamweaver, Director (with Lingo) and Flash
- Exposure to Java, Visual Basic