

Eva Jettmar

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Summary:

User experience research specialist with 10+ years experience designing, managing, and conducting user research projects to gain a deep understanding of user experiences and user psychology; and translate findings into concrete design recommendations to create products and services people love to use. Received Stanford Ph.D. in June, 2006.

Skills:

- 10+ years experience managing, designing and conducting empirical research to study user experiences and interactions with novel interfaces for both industry and academia.
- Lab Experiments, field studies, quantitative and qualitative research, web based methods, ethnography, log analysis, heuristic inquiry.
- Developing innovative research practices.
- Data analysis, advanced statistics.
- Expert understanding of interface and interaction design principles and best practices.
- Expert understanding of user psychology.
- Identifying user goals, tasks, needs, and motivations.
- Translating findings into concrete design recommendations for interface and interaction designers.
- Rapid prototyping, storyboards, scenarios, personas.
- Applying usability techniques in the design/development process. Advocating usability principles throughout the company and evangelizing best practices.
- Project management, group leadership, team mentoring, strategic planning.
- Innovative, quick, logical-analytical out-of-the-box thinking and excellent eye for design.
- Publication track record, numerous grants, conference presentations, invited talks.
- xhtml, Javascript, CSS, Photoshop, SPSS, digital video editing,
- Languages: English, German (both native), Dutch (reading knowledge).

Professional Experience:

- 2006 Advisory board consultant, Placesite and PodcastJournals (social networking startups).
- 1998-2003 Research Assistant, Stanford University.
Designed research projects for Stanford-Industry collaborations and managed teams of 4-5 user researchers conducting the projects.
- 2003 Co-organized interface design contest for interactive devices for lesser developed communities, managed 14 participating teams of 3, evaluated entries; Philips Research Labs, London, UK, and Stanford University.
- 2001 Designed and co-organized interface design contest for context-aware mobile devices, managed and mentored 15 participating teams, and evaluated entries; Philips Research Labs, UK and Stanford University.
- 2001 Co-edited book "Voice Activated" by Prof. Clifford Nass, Stanford University.
- 2001 Developed interface design specs for online music database of large European electronics retailer; K-Lab Austria.
- 2000 Conducted lab experiment on psychology of text-to-speech system, managing research team of 4; Omron & ATR, Japan, and Stanford University.
- 1999 Principal Researcher, NTT CSLab, Japan. Designed and conducted large-scale field experiment on online community formation, mentored and advised 4 researchers.
- 1999 Research Liaison, NTT CSLab and Kyoto University, Japan, and Stanford University.
Conducted and managed US part of large-scale cross-cultural experiment on realtime interaction in 3d virtual space, scheduled and ran subjects, supervised research assistants.
- 1998 Conducted log analysis of user interaction with embodied agents, Extempo Systems.
- 1998 Designed and conducted ethnographic study on server software use and communicated results to design teams; Netscape Corporation.
- 1998 Research Consultant, adaptive web search experiment, and invited talk, MIT Media Lab.

- 1998-2003 Teaching Assistant, Stanford University. Taught student sections, mentored student projects, and graded coursework for courses, e.g.: "Computers and Interfaces: Psychological and Social Issues", "Media Technology, People, and Society", "Psychological Processing of Media", "Experimental Design for Voice Interfaces", "Communication Technology and Society", "Media Policy", etc.
- 1996 Teaching Assistant, University of Vienna, Austria. Taught sections, managed projects.
- 1995 Funded HCI research & web design, SDSU, San Diego.
- 1994 Principal Researcher, Austrian Ministry of Education (collaboration with Wired magazine). Conducted project "Social implications of new communication technologies". Delivered analyses of new technology trends in the U.S. to Ministry curator.
- 1992-93 Marketing, Apple Computer Austria. Created marketing materials, planned special events
- 1991 Interactive TV project assistant producer, Ars Electronica art festival, Austria.
- 1991 Broadcast assistant director, ORF public radio, Austria. Co-directed national radio shows.
- 1990 Feature film production assistant, Film Art, Netherlands.

Education:

- 1998-2006 **Ph.D., Communication** (HCI track), Stanford University (on leave 2003-2004).
 Advisor: Prof. Clifford Nass. Ph.D. degree awarded June, 2006.
Dissertation: Lifelike Agents in E-Commerce: A study of humanness in interface agents.
Pre-Dissertation Project 1: Adaptive Interfaces: Effects on User Performance.
Pre-Dissertation Project 2: Affective Adaptation in HCI.
Specialization: Empirical user experience research, social psychology of technology use.
 Member of SRCT and Movement research labs.
Selected courses: Computers and Interfaces: Psychological and Social Issues; Doctoral Research Methods; Statistical Methods; Interdisciplinary Interaction Design; Human Computer Interaction: Contextual and Organizational Issues; Psychological Processing of Media; Interactivity and Artificial Intelligence; Proactive and Reactive Agents.
- 1995-1997 **Ph.D., Communication**. University of Vienna, Austria (unfinished – all but dissertation). Selected courses: Research Methods, Empirical Methods, Communication Theory, Doctoral Methods.
- 1993-1995 **M.S., Mass Communication**, San Diego State University. Specialization: Technology & Society. Selected courses: Nonverbal Communication; Developmental Psychology; Interpersonal Communication; Statistics; Research Methods; Ethnographic Research; Virtual Reality, Telecommunication Technology; PR Research.
- 1987-1993 **M.A. and B.A., Communication**, University of Vienna, Austria. Selected courses: Research Methods; Market Research; Advertising; Technology & Society. Master's Thesis: Computer Networks and Virtual Realities: Alternative Media for a New Millennium?

Other:

Excellent communicator, team player, group leader, presenter, decision maker. Passionate about design. Extensive work experience in USA, Europe, and Asia; truly international perspective. Inquisitive mind, independent thinker, problem solver. Believe in collaboration within and across teams and disciplines; love coming up with great ideas.

Research Portfolio, List of Publications, Conference Presentations and Invited Talks, List of Grants, Professional Affiliations, and References upon request.

Preferred Contact:

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