

# MARK ALEXANDER

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## OBJECTIVE

A tenure-track position in the Psychology Department of Emory University.

## EDUCATION

**North Carolina State University, Raleigh, NC**

Ph.D. in Psychology, June 2010

Dissertation topic: Human Cognition, Perception, and Learning

**Georgia Institute of Technology, Atlanta, GA**

M.S. in Telecommunications, May 2006

Thesis: An examination of the Impact of Telecommunications on Learning Cognition

**University of Georgia, Athens, GA**

B.S. in Applied Psychology, May 2004

## RESEARCH INTERESTS

Human information processing and performance

Human-computer interface design and workstation ergonomics

Usability measurement, testing, and evaluation methodologies

Telecommunications

## TEACHING EXPERIENCE

**Teaching Assistant**, 2006-present

North Carolina State University, Raleigh, NC

Introduction to Psychology

**Lecturer**, 2007-present

Meredith College, Raleigh, NC

General Psychology, Human Growth and Development, Applied Psychology

**Visiting Lecturer**, 2007-2009

Wake County Public Schools, NC

Communications: Telegraphs, Telephones, and Computer Networks

## INDUSTRY EXPERIENCE

**IBM**, Research Triangle Park, NC

Product & Design Research Associate

Human Factors and Design Center, 2009-present

- Planned, conducted, and analyzed survey questionnaires and focus group data to obtain customer requirements and measure customer satisfaction.
- Designed and evaluated PC terminals to enhance customer set up and application usability.
- Designed and tested keyboard usability, layout, graphics, and performance.

Network Management Human Factors Lab, 2008-2009

- Developed methods of graphically representing network configuration, operation, and performance of software applications.

Human Factors/Usability Research and Design Lab, 2007-2008

- Designed and evaluated end-user interfaces for personal computers and printers.
- Developed and evaluated ergonomic keyboard for IBM PC systems.

**COMPUTERS**

Windows, Mac, UNIX, Dreamweaver, Studio, ColdFusion, Flash, Director, Contribute, Photoshop, Microsoft Office Suite, software and hardware usability testing.

**HONORS**

IBM Management Award  
IBM Management Appreciation Award  
Psi Chi – National Honor Society in Psychology

**PROFESSIONAL AFFILIATIONS**

HFES – Human Factors and Ergonomics Society  
UPA – Usability Professionals Association  
APA – American Psychological Association

**ACTIVITIES**

National Engineering Week participant, Wake County  
Awarded innovation grant to develop Science Inventors Program, Fred A. Olds Elementary School

**PUBLICATIONS & PRESENTATIONS**

Alexander, M. (2009). Safety or Schedule Effects in Electric-shock Therapy. *Journal of the Experimental Analysis of Behavior*, 36, (3), 176-199.

Hauser, G.B. and Alexander, M. (2008) Human Factors Testing: Keyboard Design. IBM Technical Report (TM08.177), Research Triangle Park, NC: IBM Corporation.

Alexander, M. and Allen, R. A Human Factors Perspective on Icon Design Prototypes. Human Factors and Ergonomics Society, Orlando, FL. October 9-12, 2007.