

MARK ALEXANDER

3635 Park Dr., #4
Raleigh, NC 27605

919.555.9876
mralexan@ncsu.edu

OBJECTIVE

A research and development position in human-computer interface design at Apple.

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

EXPERIENCE

IBM, Research Triangle Park, NC

Product & Design Research Associate

Human Factors and Design Center, 2007-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

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

Human Factors/Usability Research and Design Lab

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

North Carolina State University, Raleigh, NC

Teaching Assistant, 2006-present

- Taught Introductory to Psychology course to 200 first year students each semester.
- Designed, developed, and delivered the course in traditional and distance education formats.
- Arranged department's first Careers in Psychology speaker series.

COMPUTERS

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

HONORS & ACTIVITIES

- IBM Management Award
- Member, HFES, UPA, APA
- Member, Psi Chi National Honor Society in Psychology
- National Engineering Week participant, Wake County
- Awarded innovation grant to develop Science Inventors Program, Fred A. Olds Elementary School