IBM

John F. ("Jeff") Kelley

Professional experience

Profile

Jeff is an IBM Master Inventor & certified Sr. Managing Consultant in the Research & Insights practice of IBM iX. As a Sr. UX architect and team leader, Jeff has been involved in all aspects of client engagements: proposals, visioning, requirements, solution design/delivery, prototyping, UI design innovation, development, and stakeholder/customer interaction.

Jeff pioneered and published User Centered Design methodologies (for example, the "Wizard of OZ" simulation technique widely used in the HCI community). Jeff also created AgileRemote: an award-winning, user-centered design methodology applying online surveys and Google Spreadsheets to gather/rank Agile User Stories which, directly populate conceptual models and design prototypes which export navigation and content directly to development environments in various formats.

Jeff has 42 patents and 24 invention publications.

Jeff is Chair of the IBM UX Invention Development Team, formerly: co-chair of IBM's UX + Agile work group, member of the IBM Academy of Technology Smarter Cities Study Group.

Jeff is a Fellow of the Human Factors and Ergonomics Society (HFES) and Chartered Fellow of the Institute of Ergonomics & Human Factors. Formerly adjunct professor of Engineering Psychology at Georgia Tech, Editor of Ergonomics In Design, (UK), and winner of the HFES Alexander C. Williams Jr. Award.

Jeff was 2008 President of HFES, and is on the Board of Certification in Professional Ergonomics (BCPE).

Employer History

01/2006 - To date

IBM Interactive Experience - Usability Engineering, United States of America
Senior Managing Consultant
During his total 33 Years with IBM, Jeff has focused on: IBM Design Thinking, User-centered design; rapid, high-fidelity prototyping; requirements gathering; remote, iterative usability testing; heuristic analysis; task-analysis; Agile/UCD methodologies; ergonomics; human factors; rich internet application design; Websphere/Portal/Eclipse internet, intranet, desktop, & kiosk applications. (See Assignment History for details.)

10/2004 - 01/2006

SA Technologies - U.S. Army Future Combat Systems, United States of America
Program Manager, UI Design
During this "Sabbatical" from IBM, Jeff managed 6 design teams and 3 support teams performing warfighter-centered design for the U.S. Army's Future Combat Systems project as sub-contractor to Boeing's Integrated Defense Systems business unit.

Supervised GDTA (Goal Directed Task Analysis) requirements gathering based on warfighter interviews, construction of goal trees, function analyses and function allocations to drive application situation awareness automation.

Supervised role-based GUI designs for all the mission and command-and-control applications that will be used in the Army's new networked, modular force.

Collaborated with FCS partners in MANPRINT and technology integration efforts (hardware and software).

Designed Flash prototyping framework for use in design and usability testing.

Refined Boeing processes for FCS Program CMM Level 3 certification (and beyond).

01/2000 - 09/2004

IBM Global Business Services - Usability Engineering, United States of America
Managing Consultant
During his total 33 Years with IBM, Jeff has focused on: IBM Design Thinking, User-centered design; rapid, high-fidelity prototyping; requirements gathering; remote, iterative usability testing; heuristic analysis; task-analysis; Agile/UCD methodologies; ergonomics; human factors; rich internet application design; Websphere/Portal/Eclipse internet, intranet, desktop, & kiosk applications. (See Assignment History for details.)

09/1982 - 01/2000

IBM T.J. Watson Research Center, United States of America
Research Staff Member
1990-2000 -- Interactive Transaction Systems group at IBM Research. Lead in construction of mass, multi-vendor content aggregation/creation tools and architecture for EMS, a multi-media electronic purchasing transaction IBM product (IBM Outstanding Technical Achievement award, IBM Patent, IBM Supplemental Patent Achievement award); design and test new user-computer interaction techniques; help design and implement a user-centered model of customer engagement for application development; ergonomic design of kiosk workstations and software solutions for multimedia public access systems including the EXPO '92 Guest Services System, (a multimedia information kiosk system used by 15 million logged-on users at the World's Fair in Seville, Spain -- winner of the 1996 Alexander C. Williams Jr. Award from the Human Factors and Ergonomics Society) and the Visitor Information and Education Workstation kiosks at the American Museum of Natural History; iterative usability testing (User Centered Design) of the pilot for a web-based consumer music download system run by a consortium of recording companies; usability representative on the Human-Machine Interface subgroup of the Automotive Multimedia Interface Consortium; design and install audio authoring application (IBM Research Division Award); patent activities (Two IBM Plateau Invention Achievement Awards).

1983-1990 Research Staff Member -- Project Leader, User Interface Institute at IBM Research; Co-Found the Interactive Media Project; Design and Supervise construction of Lab and Video Studio; Produce and direct many professional videos (including co-produce and on-screen narrator for ACM-sponsored "Interactive Digital Video", shown on many PBS affiliates); Design, install, and Perform Human Factors Evaluation of Hawthorne Lobby Kiosk, use data for iterative redesign; Principle design and Project Leader for RIK/GEDD Hawthorne Lobby Multi-Media Information Kiosk (World Graphic Design Now, Honor Award). Human Factors consultation for T.V. Information Systems department. Iterative interface design for Videotex Authoring system including graphics creation, database integration and delivery, systems architecture; consultation with various external groups, including Prodigy joint Videotex venture.

1982-1983 Postdoctoral Fellow -- Designing, conducting and publishing research in fundamental user-computer interface issues; while serving as a member of a task force on an integrated graphics/handwriting workstation, was responsible for functional specifications for software applications capitalizing on the unique features offered by a device incorporating advanced pointing, drawing, and handwriting input (author of a "Ten Best" IBM technical report on the subject); also identified areas of behavioral research interest, proposed a set of flexible software services to allow testing and implementation of alternative interface designs; designed and initiated a series of studies to compare various pointing devices (e.g., mouse,

step keys) in different task contexts (e.g., item selection, text editing); created a prototyping software package to display stimuli, collect a time-stamped record of user response actions, and analyze results.

Assignment History	**05/2012 - 10/2017** 66 months

State Farm Insurance
Customer Experience Insights Staff Augmentation
Project Description: As project lead, support development of new Claims transactional software (customer and internal) with user-centered requirements gathering, concept testing, high-level (wireframe) design usability testing, detailed design usability testing, design recommendations, etc.

As process consultant, introduced Contextual Inquiry methods for user requirements and Table-Driven prototyping for rapid iterative design.

Co-facilitated an IBM Design Thinking workshop for an insurance claims mobile app.

Four-times winner of the client's "Best of the Best" award for user research methods and practice.

04/2012 - 05/2012
2 months

TBC Corporation
Application Pilot Heuristics and Usability Study
Project Description: Conduct visioning workshop, perform expert heuristic review and conduct usability tests of new omni-channel in-store sales and transaction tools. Ergonomic analysis and in-store layout considerations included.

02/2012 - 04/2012
3 months

DTE Energy
Customer Web Usability Assessment, Enhancements & Strategy
Project Description: Objectives:
Improve client's consumer website usability experience and user satisfaction. Focus on both "Quick Hit" changes and tactical changes that better align site content, presentation and navigation with user expectations and functional needs.

Areas of focus:
* Consistency, terminology, ability to locate desired information (search, browse), site organization, site focus and landing page content, adherence to usability principles and best practices, self-help capabilities.
* Focus on key task scenarios that may include: initiate and cancel service, billing, energy usage and tips, customer service, self help.
* Gain perspectives from users, stakeholders and call center professionals.

Recommendations and design an improved moving-forward strategy – including screen mockups to depict proposed revisions to page layouts, content, and navigation to drive reduced keystrokes, improved interaction, increased site usage, and improved customer satisfaction. Focus on tactical quick hits that can be implemented quickly.

Methods employed included, expert heuristic review, wireframe modeling of proposed solutions, interviews with project leadership (including CSO) and executive leadership (including CFO) to derive business requirements and yield strategic insights.

3-month effort led to a much broader engagement with IBM.

10/2011 - 02/2012
5 months

Kimberly Clark
User Experience Staff Augmentation
Project Description: Coach the client on setting up their own in-house User Experience Center of Competency.

Develop and train on models and examples for activities and work products to support useful, usable and engaging software products. Work with Program Management Office to adapt existing project planning and development models to include UX workflow.   Design a staffing model.

Example work products were produced by way of "opportunistic interventions" in the ongoing development of an executive dashboard and a pair of transactional consumer portals. They included: heuristic reviews, UX Guidelines, UI Style Guide, Usability Requirements, Table-driven UI modeling, UI Prototype, Usability Test Plan, Usability Findings and Recommendations, Design Specifications, and many more.

06/2011 - 09/2011
4 months

An Innovation Company
Intellectual Property Management System
Project Description: Perform usability assessments and make design recommendations for a system to handle the workflow of generating and filing patents.

05/2011 - 09/2011
5 months

IBM Research
Model-Driven Requirements
Project Description: Use Table-Driven Prototyping techniques to test collaborative requirements gathering and testing of designs that derive from Model-Driven Requirements. This concept turns traditional task/flow based requirements generation on its head. The focus is on the data objects or entities that must be transformed (by changing certain associated fields in the object) in order to move the data entity from one state to another. One example is a hotel folio that transits states from being a Reservation to being a checked-in Folio to being a Paid receipt. Fields could include things like reservation dates, room rate, check-in date, room-service charge, check-out date, etc.

12/2010 - 05/2011
6 months

Costco
UI Architect/UX Strategist
Project Description: The client's Modernization project will replace hundreds of "green-screen" back-office productivity applications with rich UI tools in a consolidated enterprise portal.

Jeff's initial phase of work as a UI Architect was to design, for the client's new UI group, a streamlined, user-centered UX design process, organically connected to the business (requirements) and development components of the SDLC.

Workproducts in the initial phase included: General UX Best Practices, UX Process Guide, Style Guide, Accessibility Guide, and AgileRemote-based exemplars of the UX design process would be executing using rapid, table-driven, iterative, high-fidelity prototyping.

In the second phase, Jeff acted as UX Strategist to help stand up the client's new UI design group, coaching them on the UX process and enhancing his Google Spreadsheet-based (or Excel-based) AgileRemote requirements and prototyping framework to incorporate a Repository of reusable Dojo (Rich UI) exemplars.

07/2010 - 12/2010
6 months

Novelis
Website Consolidation: Solution Outline and Hi-Fidelity Prototype
Project Description: Jeff won IBM's Global Business Services Regional Outstanding Technical Achievement Award for extending his Google Spreadsheet-based, user-centered AgileRemote tools and methods to address the client's challenges: The goal was to consolidate some 20+ disparate global websites into a single web experience reflecting the One Novelis image, messaging and branding. To achieve that goal, we needed to bring collaboration to the identification/collection, ranking, categorization and analysis/ decomposition of all the legacy content. Collaborative AgileRemote techniques allowed the regional and corporate stakeholders (as well as several independent vendors) to have a voice in the process.

Stakeholders were able to use the AgileRemote content tools to browse, decompose, and rank 1000+ pages of content from 20+ sites in one consolidated view, including automatic translation of global navigation categories. This process combined top-down design (from corporate steering committee) with a bottom-up approach (page-wise collaborative input from global content owners). Some 4000+ inputs were processed from the stakeholders to consolidate the ~900 original categories into a coherent hierarchical navigation structure with ~160 nodes.

Another deliverable was a three-phase content/design road-map for continued development.

03/2010 - 07/2010
5 months

Intel
OSC
Project Description: Develop user personas and scenarios for Intel's new combined outward-facing customer web presence and inward-facing Inside Sales (IS) portal. Derive normalized system capabilities and workflow implied by scenarios and other sources. Coordinate with business process transformation team. Develop wireframes and interactive graphical design prototypes for the IS portal. Design and implement remote usability testing protocols to support iterative design of the IS portal. Develop and prototype a roadmap for evolving from tactical (collections of disparate tools) to strategic (enterprise portal).

01/2010 - 03/2010
3 months

IBM/Aetna Collaborative Care Alliance
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Project Description: Extend Jeff's AgileRemote cloud-based requirements tool to collect Agile user stories for multi-role Primary Care Medical Home application. Build a table-driven, high-fidelity Websphere Portal modeling prototype for rapid iteration and user-centered design. Use interactive Google Spreadsheets to drive/populate prototype and support fluid/evolving requirements for branding, layout, style, navigation structure and content.

10/2009 - 12/2009

3 months

ABSA Bank & IACRR
UI Architect
Project Description: Requirements/competitive analysis, UX proposal creation, modeling RIA add-ons for Cognos reports.

11/2008 - 10/2009
12 months

IBM Patent Engineering
PEP: Patent Engineering Portal
Project Description: Combine Jeff's Table-driven prototyping techniques with Agile concepts and Google Spreadsheet mashups to develop the first-cut AgileRemote framework, a full-lifecycle process and toolset for: collaborative requirements gathering, solution outline, conceptual modeling, rapid iterative prototyping, user-centered UX design, testing, training and development. The same Google Spreadsheet (or Excel) data that drives the requirements and rapid prototyping are also exported in various forms (XML, JSON, SQL, Properties) directly to development, reducing re-coding and turnaround time.

06/2008 - 11/2008
6 months

Coca Cola
Global CANAL & coke.com
Project Description: CANAL: Coordinate and rank requirements from different global geographies for new campaign planning tool.

coke.com: Rapid prototyping & iterative design of a new consolidated login system.

01/2007 - 06/2008
18 months

U.S. Government: BLM, USFS, BIA, FWS, NPS
FPA - Fire Program Analysis
Project Description: Rapid, extremely high-fidelity prototyping; Rich Internet Application (RIA) UI design; Remote usability testing to support iterative design; Requirements gathering; Agile methodologies.

06/2006 - 12/2006
7 months

Honeywell
MDA - Manager's Direct Access
Project Description: Rapid, extremely high-fidelity prototyping. Rich Internet Application design of an employee's intranet site (including extensions to traditional Websphere Portal). Multinational remote usability testing to support iterative design. Team lead for UX design including a development team in India.

01/2006 - 06/2006
6 months

Avnet
Quest QMS Order Management CRM Portal
Project Description: Table-driven, rapid, extremely high-fidelity prototyping; Requirements development & analysis; User focus groups.

10/2004 - 01/2006
16 months

Boeing / U.S. Army - Future Combat Systems
(Sabbatical with SA Technologies)
Project Description: (See Career History above)

01/2004 - 09/2004
9 months

U.S. Dept. of Homeland Security
eCP - Desktop/Kiosk app for Border Security & Customs
Project Description: Joined development team to build new UI components - Websphere/ Java.

04/2003 - 12/2003
9 months

U.S. Dept. of Homeland Security
eCP - Desktop/Kiosk app for Border Security & Customs
Project Description: Iterative, high-fidelity prototyping; User workshops; Requirements gathering; UI specifications; Development workshops. "eCP Honors" award.

01/2003 - 04/2003
4 months

(A Large multi-national investment firm)
Trader's Desktop System (Eclipse)
Project Description: Heuristic competitive analysis; UI Design Best Practices document; Analyze use cases; Rapid paper-based prototyping; Content analysis of (transcribed) user focus group meetings; Developed jointly-editable UI Specification db with Word export.

08/2002 - 01/2003
6 months

IBM/Lotus
Learning Management System
Project Description: Iterative Usability Testing; Design recommendations; Requirements analysis; Developed software for extracting a stand-alone prototype for testing based on live (Websphere) system-in-development.

11/2001 - 06/2002
8 months

New York State Department of Taxation and Finance
ACMS Case Management Desktop
Project Description: Working from use cases, developed an extremely high-fidelity, browser-based, "transactional" stand-alone prototype of a planned Java/Swing application for field auditor laptops; Iterated design based on user focus groups; Developed sophisticated views/filtering techniques for handling very wide tables of data; UI Specification documentation. Also built, in 2.5 days, a fully-functional, "transactional", tab-based wireframe prototype for testing by the International Fuel Tax Agreement group.

08/2001 - 11/2001
4 months

Penn State, Smeal College of Business
Students and Alumni Web Portal
Project Description: Developed table-driving wire-frame prototype of a tabbed web interface for rapid iteration; Conducted Decision Support Center (computer-mediated brainstorming) sessions to gather feedback and iterate designs of navigation flow.

11/2000 - 08/2001

10 months

IBM
ibm.com Services
Project Description: Developed UI designs and high-fidelity prototype for early Rich Internet Application UI widgets, including dynamic animated pull-outs, cascading menus, tabbed interface and resizable "portlets"; Heuristic competitive analysis; Decision Support System (computer-mediated brainstorming) development of requirements.

03/2000 - 11/2000
9 months

(A Large multi-national bank)
Investment Banking Portal for High-Value Clients
Project Description: Led design effort for a sophisticated, user-configurable, context-sensitive portal which aggregated financial information from disparate sources to assist in high-volume investment decisions. Design was awarded two patents and won two Digital FX awards for "Best Research" and "Best Navigation". Also conducted Decision Support Center affinity grouping workshops, analyzed requirements, held developer workshops, and wrote documentation.

Key Skills	Including 18 years at the IBM T.J. Watson Research Center, Jeff has 34 years of leadership skills in user interface design, development and architecture efforts for consumer and B2B transactional systems, rich UI web applications, desktop, pervasive and kiosk applications in the insurance, government, banking, loans, finance, accounting, e-learning, automotive, museum and "infotainment" industries. This work has included: award-winning user-interface designs, award-winning hi-fidelity table-driven prototyping techniques and tools for rapid iterative design, interactive style guides, innovative B2B and consumer web designs (patented) aggregated display of complex information from multiple legacy sources for traders at a large global bank and for a multi-national services company, published extensions to existing methodologies for gathering, merging and implementing stakeholder and user requirements, multi-vendor authoring and catalog systems for a desktop visual corporate purchasing system (patented), and international, award-winning walk-up-and-use, transactional, touch-screen kiosk systems (ergonomics and software).
Key Courses and Training	Jeff has a Practitioner Badge in (and has facilitated) IBM Design Thinking and has formal training and hands-on experience developing production code with a variety of user-centered and object-oriented design methodologies. He has development experience with HTML, CSS, Dojo, Google Mashups, Axure, XML, JSP, Websphere Portal, JavaScript, Java, the Sun Swing class set, Smalltalk, C/C++, Rexx, Perl, Lotus Script, Visual Basic, APL, SQL, BookMaster and Fortran. Jeff is familiar with a variety of operating systems and is conversant with many applications, including MS Office, SharePoint, Lotus SmartSuite and Notes, IBM Rational, Eclipse/Websphere Application Developer, Visual Age for Java, Websphere/Netscape/Apache web servers, CMVC, QMF, Adobe Photoshop and Illustrator, Visio, CorelDraw, Macromedia DreamWeaver and Fireworks, Quark Express, Video Editing, Morae, Image Alchemy, and SPSS/SAS statistical packages.

Education

Qualifications	Ph.D. in Engineering Psychology The Johns Hopkins University, United States of America, 1983 Thesis Title: Natural Language and Computers: Six Empirical Steps for Writing an Easy-to-Use Computer Application, 1983

M.A. in Ergonomics
University of California at Santa Barbara, United States of America, 1978
Thesis Title: The Ergonomic Cost of Box-Lifting by Females, 1978

B.A. in Human Factors
University of California at Santa Barbara, United States of America, 1976

M.A. in Experimental Psychology
The Johns Hopkins University, United States of America, 1980

Languages		
	English	Fluent
	Spanish	Basic

Other relevant information

Publications

Kelley, J. Barsoum, J. Hamilton II, R. O'Connell, B. Pickover, C. Walker, K.: **Reporting and/or Issuing Transportation Recommendations Based on Tracking of Trip Segments**, in: IBM Technical Disclosure Bulletin, IBM, 2009

Kelley, John F.; Brown, Doug: **A method and apparatus for automated Search and Rescue using the Sun and common retroreflectors**, in: (U.S. Patent - pending), USPTO, 2009

Kelley, John; Brown, Doug; Torres Robert; Rudd, James: **Hand Image Feedback Method And System** , in: (U.S. Patent - pending), USPTO, 2009

Torres, R.J. (Bob), Heck, Michael P., Rudd, James R., & Kelley, John F. (Jeff): **Usability Engineering: 'Best of the Best' Best Practices**, in: Ergonomics In Design, Human Factors and Ergonomics Society, 2009

John F. Kelley: **The HF/E Show - 2009 HFES President's Forum**, in: Annual Meeting, Human Factors and Ergonomics Society, 2009

R. J. (Bob) Torres, Michael P. Heck, James R. Rudd, & John: **Usability Engineering: A Consultant's View of Best Practices and Proven Results (Part Two)**, in: Ergonomics In Design, Human Factors and Ergonomics Society, 2008, ISBN/ISSN: 1064-8046

John F. Kelley: **Agile + Usability Engineering: Applying User-Centered Design and Hi-Fi Prototyping in Agile Projects**, in: Proceedings of the Agile Methods & Practice Conference, Raleigh, NC, IBM Academy of Technology, 2008

Kelley, John: **Machine-printable, Pop-out Tabbed Indexed Dividers** , in: (U.S. Patent - pending), USPTO, 2008

John F. Kelley: **Presidential Address**, in: Annual Meeting Plenary Session, Human Factors and Ergonomics Society, 2008

John F. Kelley: **Agile + Usability Engineering: Strange Bedfellows?**, in: Keynote Address: World Usability Day Conference, Dayton, OH, www.worldusabilityday.org, 2007

Torres, R.J., Heck, M.P., Rudd, J.R., Kelley, J.F.: **A Consultant's View of Best Practices and Proven Results: A focus on Recent Web-Based Projects**, in: Ergonomics In Design, Human Factors and Ergonomics Society, 2006

Kelley, J.F., Yuen, J.T., Heck, M.P., Garay, M.D.: **Ephemeral list for object-action navigation**, in: (U.S. Patent), USPTO, 2005

Kelley, John F.: **(Editor, 2001 - 2003)**, in: Ergonomics In Design, Human Factors and Ergonomics Society, 2003

Kelley, J.F.: **Continuously Adjustable Variable Length Apparatus For Gearless Shifting** , in: (U.S. Patent), USPTO, 2002

Kelley, J.F.: **Slow-rolling Cradle For Storing Cylindrical Containers ... To Prevent Separation Or Crystalization** , in: (U.S. Patent), USPTO, 2001

Boies, S.J., Kelley, J.F.: **Speed-based Disabling Of Functionality For Automotive Applications**, in: (U.S. Patent), USPTO, 2001

Kelley, J.F., Danis, C., Nagy, W.: **Dynamic Cylindrical Display For Pen-sized Computing** , in: (U.S. Patent), USPTO, 2001

Wiecha, C., Kelley, J.F., et al: **System For Ordering Items Over A Computer Network Using An Electronic Catalog** , in: (U.S. Patent - IBM Significant Patent Award), USPTO, 1999

Kelley, J.F., Danis, C.: **Scope-Creep can be Your Friend: ... user-centered functional and interface specification**, in: (Invited Paper), Jersey Chapter of Human Factors/ Ergonomics Soc., 1998

Kelley, J.F.: **Insulated ice tray system**, in: (U.S. Patent), USPTO, 1997

Kelley, J.F., Spraragen, S.L., Jones, L., Greene, S.L., Boies, S.: **Extending user-centered methods beyond interface design to functional definition**, in: Proceedings of the HFES Annual Meeting, Human Factors and Ergonomics Society, 1996

Kelley, J.F., et al: **IBM Expo '92 Guest Services System**, in: HFES Proceedings, Human Factors and Ergonomics Society, 1993

Kelley, J.F.: **EXPO '92: Building large, real-world multimedia applications using ITS**, in: Proceedings of Multimedia: Uses, Misuses, Human Factors and Ergonomics Society, 1993

Kelley, J.F., Ukelson, J.: **COAS: Combined Object-Action Selection: A Human Factors Experiment**, in: Proceedings of the HFES Annual Meeting, Human Factors and Ergonomics Society, 1992

Kelley, J.F.: **Videotex Information Packagers: A field study aimed at tomorrow's Videotex Authoring Interface**, in: SigCHI Bulletin, ACM, 1988

Kelley, J.F.: **CAL - A Natural Language program developed with the OZ Paradigm: Implications for Supercomputing ...**, in: First Int'l Conference on Supercomputing Systems, ACM, 1985

Kelley, J.F.: **An iterative design methodology for user-friendly natural language office information applications**, in: ACM Transactions on Office Information Systems, Association for Computing Machinery, 1984

Money, J., Annecillo, C., Kelley, J.F.: **Growth of intelligence: Failure & catchup associated with abuse...in the syndrome of abuse dwarfism**, in: Psychoneuroendocrinology, Elsivier, 1983

Kelley, J.F., Chapanis, A.: **How professional persons keep their calendars: Implications for computerization**, in: Journal of Occupational Psychology, British Psychological Society, 1982

Kelley, J.F., Michael, E., Parrish, R.N.: **The physiological costs of boxlifting by females**, in: Proceedings of the IEA, International Ergonomics Association, 1982

Membership in professional organizations	ACM (SigCHI) Member Chartered Institute for Ergonomics and Human Factors (U.K.) Chartered Fellow Human Factors and Ergonomics Society Fellow, 2008 President Board of Certification in Professional Ergonomics (BCPE) Director (and certificant)
Other job-related activities	Co-chair, IBM Agile + User Experience working group (2007-2012) Chair, IBM User Experience Community of Practice (2011-2015) Social Computing Representative: IBM Academy of Technology Green IT Initiative, Logistics and Transportation subcommittee (2008) Chair: Information Technology Committee for the Council of Scientific Society Presidents, Washington, DC (2008) Chair, IBM Georgia Technical Vitality Council (2012) Member, IBM Academy of Technology (2012) Member, IBM Smarter Cities - People Systems Working Group (2011 - 2013) Director and Executive Committee, Board of Certification in Professional Ergonomics - BCPE.org (2013-2018) Executive Council & President, Human Factors and Ergonomics Society - HFES.org (2007-2009)