

# Gregory T. Bender

## Overview

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Dr. Bender is an experienced usability engineer and an expert at implementing the user-centered design approach. As a consultant to numerous fortune 500 clients, he possesses the business savvy needed to drive good design by melding scientific principles, leadership, and cooperation with various organizational stakeholders. He is proficient in all phases of user interface design, including gathering user requirements, task analysis, design, heuristic evaluation, prototyping, and usability testing. His research and development, interface design, and project implementation expertise, along with his unique ability to maintain calm, results-driven leadership under stressful circumstances, has resulted in outstanding satisfaction ratings from clients.

## Education

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- Ph.D. Wichita State University, Wichita, KS**  
Human Factors Psychology, 1999.  
GPA = 3.885, recipient of two grants, HFES Student Chapter Secretary.
- M.S. Idaho State University, Pocatello, ID**  
Experimental Psychology, 1995.  
GPA = 4.0, recipient of two competitive assistantships.
- B.A. Wichita State University, Wichita, KS**  
Psychology, 1993.  
GPA = 3.958, dean's list, MortarBoard National Honor Society.
- A.A. Central College, McPherson, KS**  
Communications, 1990.  
GPA = 3.547, dean's list.

## Work Experience

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### Consultant

IBM Global Services, Usability Engineering National Practice, 02/1999-present

- Recipient of numerous awards and promotions for client satisfaction, team leadership, and management capabilities.
- Led a team of usability engineers and developers during two phases of a business-to-business Internet project with a large power generation equipment manufacturing company. The new website provides business customers with time-sensitive mission critical data and new methods of communicating maintenance and repair information from remote locations.
- Led a team of usability engineers and graphic designers on a business-to-business Internet project with a large investment-banking firm. The new website streamlines data dissemination processes by eliminating mundane tasks from internal and external users.
- Served as the lead usability engineer with a government agency in New York City to enhance service activities. The new CSR system greatly improves the level of customer service the public receives from the city.
- Worked as a usability engineer on a multi-language business-to-business Internet project with a large information technology company. The HTML prototype built using XML and XSL afforded the team the ability to make quick and exhaustive changes to the design of the Internet site in response to business requirements and user feedback.
- Participated as a usability engineer with a major tax law and accounting research firm to create a Hybrid CD-ROM. The new tool expands and streamlines the process of information retrieval while enhancing the firm's ability to distribute updated data to users.

### **NCR Grant Recipient**

Wichita State University, Psychology Department, 01/1998-01/1999

- Built a portable eye-tracking device and eye-tracking data analysis software.
- Examined the relationship between practice and auditory feedback on touch screen target acquisition performance.

### **Intern**

NCR, Human Factors Engineering, 06/1997-12/1997

- Examined menu navigation and data entry techniques via touch screen and proprietary point-of-sale devices.
- Researched store environment characteristics in conjunction with target users for future product specifications and deployment.
- Conducted a heuristic evaluation of a financial kiosk application designed to increase bank automation.
- Communicated finished project deliverables via formal presentations and written reports to development teams and upper management.

### **Graduate Teaching Assistant**

Wichita State University, Psychology Department, 08/1995-05/1997

- Taught introductory psychology courses.

Idaho State University, Psychology Department, 08/1994-05/1995

- Taught introductory psychology courses.

## **Software Research Experience**

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- Performed a series of studies that investigated the optimum keyboard layout/character selection technique for handheld devices.
- Conducted a full-scale task/needs analysis, software design, user testing, and implementation of a graphical user interface for transferring fuel purchase data for a self-service unattended fuel station chain.
- Designed a graphical user interface for a drug testing software application for a major Atlanta based corporation.
- Prototyped and tested a graphical user interface for a computerized educational testing program.
- Compared the relative benefits of icons versus earcons in a graphical user interface.
- Developed and maintained the Internet web site for the WSU psychology department.
- Created a program for randomizing subjects to experimental conditions.
- Examined the mouse-over selection method as a potential alternative target acquisition technique.
- Constructed a database to track and analyze social service client information for a Kansas City based youth facility.

## **Computer Skills**

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**Rapid Prototyping Tools:** VisualAge Java, Visual Basic, JavaHelp, Demo II, MacroMind, HyperCard, KnowledgePro, and Dreamweaver.

**Programming Tools:** HTML, XHTML, XML, XSL, CSS, JavaScript, Visual C++, Watcom C++, BrainMaker, and ActiveX Control Pad.

**Internet Tools:** FTP, Telnet, Email, newsreaders, Internet Relay Chat, Microsoft Internet Explorer, and Netscape Communicator/Navigator.

**Database/Spreadsheet Tools:** Excel, Lotus 123, Access, & Structured Query Language.

**Statistical Tools:** Systat, SPSS, Statistica, & GPower.

**Graphic Design Tools:** Paint Shop Pro, Photoshop, LView

**Operating Systems:** Windows Server/Workstation, DOS, Macintosh, BeOS, Linux, Palm, VAX and IBM Mainframes.

## **Publications/Presentations**

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- Bohan, M., Bender, G. T., & Chaparro, A. (Manuscript in preparation). Selecting targets in a multi-target environment: Mouse-over versus point-and-click. Manuscript submitted for publication.
- Bender, G. T., & Halcomb, C. G. (Manuscript in preparation). Randomizer: A tool for randomly assigning participants to experimental conditions.
- Bender, G. T., & Matthews, L. (Manuscript in preparation). The effect of consistent and inconsistent evidence and the presence and absence of risk evidence on the perceived risk of acquiring AIDS.
- Selvidge, P. R., Chaparro, B. S., & Bender, G. T. (2000, July). The world-wide wait: Effects of download delays on user performance. Paper presented at the 44th Annual Meeting of the Human Factors and Ergonomics Society, San Diego, CA.
- Phipps, C., Bender, G. T., & Halcomb, C. G. (1999). Using the finger as a brake in a target acquisition task. Human Factors and Ergonomics Annual Conference. Houston, TX.
- Bender, G. T., & Matthews, L. (1996). The perceived risk of acquiring AIDS. Idaho Psychological Association Annual Conference. Sun Valley, Idaho.
- Bender, G. T., & Matthews, L. (1996). The perceived risk of acquiring AIDS. Southwestern Psychological Association. Houston, Texas.
- Bender, G. T., & Matthews, L. (1996). The perceived risk of acquiring AIDS. Great Plains Students' Psychology Convention. Wichita, Kansas.
- Bender, G. T. (1993). The function of effort in the use of mnemonics. Great Plains Students' Psychology Convention. Maryville, Missouri.

## **References Available upon Request**