

Doug Fox

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Human Factors specialist that has worked in the Software Usability Research Lab (SURL) and is seeking an internship in a business that involves Human Computer Interaction elements. Strives to be on team that needs a Human Factors specialist for usability purposes.

Education **Masters of Arts in Experimental Psychology** | Expected Spring 2008

Wichita State University, Wichita KS

Thesis: *The Attributes that Contribute to Typeface Legibility.*

Bachelor of Arts in Psychology | 2006

Wichita State University, Wichita KS

Cumulative GPA: 3.9; Psychology: 4.0

Honors student that graduated *summa cum laude*.

High School Diploma | 2002

Mulvane High School, Mulvane KS

Cumulative GPA: 3.8

Skills

Computer Skills

- Microsoft Office (Word, Powerpoint, Excel)
- Macromedia Dreamweaver
- Microsoft Frontpage
- SPSS data software
- MRInterview
- HTML programming
- Snag It/Snag It Studio
- Morae™ 2.0
- Adobe Photoshop
- Macromedia Fireworks
- Adobe Illustrator

Research Experience **Microsoft™ Grant-Funded Research** | September 2006 – present

Through Advanced Reading Technology, Dr. Kevin Larson

Study 2: Legibility of Fonts

Examined which attributes contribute most to typeface legibility for 20 different fonts.

Independent Research | September 2005 – present

Wichita State University

Supervised by Dr. Barbara Chaparro

Study 1: Personality of Fonts

Study designed to test whether computer users attribute certain personality traits to 20 different fonts, and from their personality grouping determine which use the font should be used for.

Relevant Courses

- Web Design HTML and DHTML programming
- Visual Basic.net
- Macromedia Dreamweaver
- Human Factors Psychology
- Cognitive Psychology
- Perception Psychology
- Statistics
- Advance Research Methods
- Special Investigations 608 with Dr. Barbara Chaparro

Usability Testing

Usability Studies | 2007 – present

Software Usability Research Laboratory (SURL), Wichita State University, Wichita, KS Supervised by Dr. Barbara Chaparro

McClatchy website | June 2007

Part of five member team that evaluated the usability of the McClatchy website. The goal of the study was to determine the usability of placing a personal ad using the McClatchy website. Responsibilities included task analysis, data analysis, creating highlight video, and summary report assistance.

Dean and Deluca website | July 2007

Part of five member team that evaluated the usability of the Dean and Deluca fine food website. The goal of the study was to determine the usability of placing orders using the website. Responsibilities included task analysis, data analysis, creating highlight video and summary report assistance.

Wichita State University Portal | September 2007

Acted as lead student on project for 4-student team. Evaluated the usability of the Wichita State University Portal website. The goal of the study was to determine the usability of portal for student, staff, and faculty needs.

Responsibilities included testing facilitation, task analysis, data analysis, summary report assistance, and writing report

Graduate Teaching Experience

Wichita State University, Psychology Dept. | August 2007 - present. Supervised by Dr. Ackerman

Psychology 401: Statistics | Fall 2007

Covered basic statistics and its application to Psychology. Analysis covered in class included standard scores, t tests, ANOVA, correlation, and chi-square.

Teaching Responsibilities: Instructor for undergraduate students. Led classroom lectures, grades papers, created and administered exams, and assigned grades

Website Design

SURL, Wichita State University | 2006 – present

Software Usability Research Laboratory (SURL), Wichita State University, Wichita, KS. Supervised by Dr. Barbara Chaparro.

Usability News | Fall 2006 – present

Web editor for the online newsletter published by SURL. Assisted in setting up List-Serv for site that includes over 5000 members.

Volunteer

Mulvane Jr. Wrestling Club | Serve as Head Coach and Tournament director.

Tournament director duties included organizing a Tournament to host around 700 wrestlers which included hiring referees, recruiting volunteers, speaking in front of school board, etc. Organization of tournament brackets required extensive organization and database skills using Excel 2003. Also, designed a website for the club. (www.mulvanewrestling.com)

Compeer | I was a one-on-one match with a child that suffered from a mental illness; served as his mentor.

Psi Chi | Psychology honors program

Human Factors and Ergonomics Society Wichita State Chapter (HFES) | Served as president for HFES for 2007-08 and served as Vice-President from 2006-07.

Computer Systems Technical Group (CSTG) | Served as newsletter editor from Spring 2007-present.

Local Presentations

Human Factors Tea Presentations (Wichita State University)

Spring 2006 - Personality of ClearType™ Fonts

Spring 2007 - Legibility of Fonts

Annual Psychology Department Research Roundup (Wichita State University)

Spring 2006 - Personality of ClearType™ Fonts

Spring 2007 - The Attributes That Contribute to Typeface Legibility
Spring 2007 - The Effect of Typeface on the Perception of Documents

Publications

Shaikh, A. D., Chaparro, B. S., & **Fox, D.**, (2006). Perception of Fonts: Perceived Personality Traits and Uses. Usability News 8.1 [online]
<http://psychology.wichita.edu/surl/usabilitynews/81/PersonalityofFonts.htm>

Shaikh, A. D., Chaparro, B. S., & **Fox, D.**, (2006). Personality of ClearType™ Fonts. Proceedings of the Human Factors and Ergonomics 50th Annual Meeting.

Fox, D., Shaikh, A.D., & Chaparro, B. S. (2007). The Effect of Typeface on the Perception of Email. Usability News 9.1 [online]
<http://psychology.wichita.edu/surl/usabilitynews/91/POF.html>

Fox, D., Chaparro, B. S., & Merkle, E. (2007). Examining Legibility of the Letter “e” and Number “0” Using Classification Tree Analysis. Usability News 9.2 [online] <http://psychology.wichita.edu/surl/usabilitynews/92/legibility.htm>

Fox, D., Shaikh, A. D., & Chaparro, B. S. (2007). The Effect of Typeface on the Perception of Onscreen Documents. Proceedings of the Human Factors and Ergonomics 51st Annual Meeting.

Honors

Dean’s honor roll for 8 semesters
Elected Member of Psi Chi
Elected member of Emory Lindquist Honors Program

Scholarships

2002-03

Fairmount Scholarship
Mulvane Jr. Wrestling Scholarship
Mulvane U.S.D. 263 faculty scholarship

2003-04

Pearl J. Milburn Scholarship

2004-05

Dana Haddon Scholarship
Benjamin F. Hammond Scholarship
Pearl J. Milburn Scholarship
Grant Y. Kenyon Memorial Scholarship (Psychology Dept.)

2005-06

Dr. Jim Klingsporn Scholarship (Psychology Dept.)
Benjamin F. Hammond Scholarship