**Michael A. Oren**

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**EDUCATION**

**Iowa State University**, Ames, IA

Ph.D., Human-Computer Interaction, May 2011

Ph.D., Sociology, May 2011

Dissertation: *Human-Computer Interaction and Sociological Insight: A theoretical examination and experiment in building affinity in small groups*

*Human-Computer Interaction Student of the Year Award* (2009)

*Graduate and Professional Student Senate Peer Research Award* (2009)

*Teaching Excellence Award (2010 http://www.grad-college.iastate.edu/awards/tex.html)*

**Iowa State University**, Ames, IA

M.S., Human-Computer Interaction, May 2008

Thesis: *Design and evaluation of auditory spatial cues for decision making within a game environment for persons with visual impairments*

*Human-Computer Interaction Student of the Year Award* (nominated 2007 & 2008)

**DePauw University**, Greencastle, IN

B.A., Computer Science, May 2006

B.A., English Creative Writing, May 2006

*Graduated Cum Laude*

**INDUSTRY EXPERIENCE**

**Klaviyo July 2021 - Present**

*Head of Design Research*

* Building a mixed methods design research practice exploratory to evaluative

**HealthCare Service Corporation October 2018-July 2021**

*Senior Manager Design Research & Strategy*

* Expanded team engagement from delivering incremental improvements to aiding the business in strategic explorations
* Established a talent pipeline that led to recruitment of top talent from Ideo, Fjord, design disciplines.
* Repaired conflicts between teams and established a shared vision across the business in strategic explorations.

**Independent Consulting April 2012 – October 2018**

*Foot Locker Inc. (June 2018-Oct 2018)*

 *•* Established user research practice and processes

 • Collaborated with analytics team to set up A/B testing process and build out initial tests

*Pogotec (March 2017 – May 2018)*

 *•* Establishing and running analytics & A/B testing programs.

 • Obtaining consumer feedback to refine site design and 2nd generation hardware.

*Uptake (October 2016 - December 2017)*

• Identified a need for and led efforts to design a solution to provide evidence of data science predictions for a SaaS application

• Conducted iterative research to help inform design decisions resulting in more efficient product development.

• Formed a process for collaboration by outlining key outcomes and team interactions for designers, design researchers, and data scientists

*AutoDesk (May – August 2013)*

* Created mental model to inform new construction planning software

*PerBlue (April – May 2012)*

* Analyzed conversion process for a new mobile game

**Motorola Mobility April 2014-October 2016**

*Principal Design Researcher – Moto Ecosystem (apps & web)*

* Planned and managed global website & app research efforts for Motorola web properties
* Integrated with agile process through weekly testing used across all work teams
* Ran global A/B testing efforts that have led to revenue & conversion lifts while increasing tests from one per month to 12 per month
* Initiated strategic qualitative research efforts that helped shape company strategy

**United Airlines through WundeLand Group October 2012-March 2014**

*Contractor – User Experience Researcher*

* Led site architecture research team through project planning and work delegation including card sorting, remote tree testing, remote wireframe testing, and lab studies
* Improved navigation by 10% for all core tasks via iterative research and design
* Led account management research via project planning including competitor analysis, surveys, focus groups, participatory design, concept testing, and lab studies
* Led day of travel research to explore omnichannel innovation opportunities in the mobile and kiosk space
* Provided innovation insight through work on mental models project with Indi Young and immersive research with IA Collaborative

**WellPoint – American Imaging Management October 2011-October 2012**

*Senior User Interface Analyst*

* Improved usability by 18% for radiology test ordering system
* Built Axure wireframes to demonstrate new interaction flows and information architecture
* Collaborated with developers and business stakeholders to promote user requirements in final technical specifications and business requirements
* Evaluated ROI opportunities for user experience and determine evaluation strategies

**SIP Communicator May 2008-August 2008**

*Season of Usability Intern (Open Source Usability Project)*

* Analyzed competitor products and user preferences and proposed future user experience strategy
* Collaborated remotely with team members in France and Germany.

**Google, Inc. Mountain View, CA May 2007 – August 2007**

*User Experience Researcher*

* Utilized log file analysis (using Python) to uncover product abandonment and collaborated to create a novel user experience testing strategy to understand the abandonment process.
* Conducted lab and remote usability studies and presented written and oral reports to team members.
* Performed rapid user experience studies during a product redesign in an agile development environment.

**LexisNexis Interface Software Oak Brook, IL January 2006 – June 2006**

*Development Intern*

* Expanded product testing to include usability heuristics and expert analysis.
* Trained designers, developers, and technical writers in the use of Microsoft Reporting Services 2000 and its integration with the application.

**Aerospace Corporation El Segundo, CA May 2005 – August 2005**

*TS3Engineering Intern*

* Wrote, designed and programmed via SQL and VB.NET a prototype interface for the BeoNET satellite simulation program.
* Installed and documented the debian package manager for Solaris 8.
* Wrote C++ code to parse image files for archival purposes.
* Granted secret clearance by the US Department of Defense (expired).

**DePauw Univeristy Greencastle, IN August 2002 – December 2005**

*Web developer: e-business team*

* Designed and built a new system to track student judicial issues.
* Investigated and resolved computer software and hardware problems.
* Served as web master for Sodexho USA's DePauw University branch.

**TEACHING**

**Illinois Institute of Technology,** Chicago, IL December 2017 – Present

Course Designer and Instructor: Evidence Based Design

* As part of a wider curriculum exploration, this initial course introduced Masters level students to various methods for evaluating designs quantitatively and qualitatively. The course placed a particular emphasis on A/B testing and analytics.
* Revised in 2020 to focus on a single project moving from exploration to design optimization and how evidence can be used to make key decisions throughout the process.

Course Instructor: Data Literacy 2019-2021

* Introduce students to the basics of manipulating data in spreadsheets and visualizing it via tools like Excel & Tableau. Introduce basic concepts of working with big data.

**DePaul University,** Chicago, IL July 2013 – December 2013

Instructor: Introduction to Human-computer Interaction – Fall 2013

* Introductory course to HCI for masters and advanced undergraduates. Covered core theories in human-computer interaction and basic practicum of designing and evaluating interaction designs.

**Drake University,** Des Moines, IA August 2010 – December 2010

Course Designer and Instructor: Social Roles of Technology – Fall 2010

* This low-level sociology course of thirty-five students explores the intersections of social interactions and organizations with technology and the way society and technology interact to shape one another. My role in this course was to propose the course, create the course content, and lead the students in their learning experience.

**Iowa State University**, Ames, IA August 2008 – August 2011

Course Designer and Instructor: Emerging Practices in Human-Computer Interaction–

Summer 2011

* Exposed students to the theories and methods of human-computer interaction, with an emphasis on applying the concepts in individual and group projects. Topics included interface design, implementation (rudimentary programming), and evaluation; social theories of work practice as it applies to HCI design and evaluation; and service design. Course web site: http://sites.google.com/site/hci596

Course Designer and Instructor: Honors Seminar on Anti-Social Technologies – Fall 2010

* This discussion-focused seminar with nineteen students will require students to evaluate their own use of social technologies and the ways in which it helps and hampers their lives. My role in this course was to write a proposal to the honors program, create the course content, and lead student discussions on the course topic.

Guest Lecturer: Introduction to Sociology

* Created content and led the student learning on topics of the role of technology in society and the ways it changes social structure for two large lecture sections (over 200 students).
* Helped lead discussion for an extra credit viewing of 1984 with over 100 students.

Guest Lecturer: Electronic Music Synthesis – Fall 2009

* Led student learning while the instructor was out of the country for two weeks. The topics covered in the classroom were amplitude modulation, frequency modulation, and ran the corresponding studio labs related to these topics.

Course Designer and Teaching Assistant: Emerging Practices in Human-Computer

Interaction– Summer 2009

* Conceptualized this predominantly distance education graduate course for practitioners performing usability design and analysis in industry, wrote syllabus and experimental course approval form, planned lectures and assignments. Created lecture content, created assignments, conducted lectures, and graded assignments in partnership with a full-time instructor. Topics included interface design, implementation, and evaluation; social theories of work practice as it applies to HCI design and evaluation; and service design. Course web site: http://sites.google.com/site/hci596s09/

**RESEARCH**

**Summary:** My research stands at the nexus of the disciplines of computer science and sociology through the interdisciplinary field of human-computer interaction. I seek to explore the way social theories can be utilized in the design of computer interfaces that increase collaboration along with the ways technology effects social structure.

**Iowa State University Ames, IA June 2006 - Present**

*Research assistant under Stephen B. Gilbert, August 2008 – Present*

* Wrote requirements for novel software applications.
* Mentored and managed undergraduate and graduate students from design, engineer, and management backgrounds.
* Authored proposals for industry and governmental grants.
* Conducted independent user experience research.
* Performed data analysis using SPSS, Excel, and SAS.
* Effectively managed time between research, teaching, and other duties to complete my Doctorate degree within three years after my Masters.

*Research assistant under William F. Woodman and Daniel Krier May 2010-August 2010*

* Filmed and edited videos for the online version of introduction to sociology
* Created and maintained online teaching and research resource for Dan Krier

*Research assistant under Christopher Harding, June 2006 – July 2008*

* Researched accessible interface design for persons with visual impairments.
* Developed research partnerships with state organizations.
* Conducted user studies involving persons with visual impairments.
* Designed and programmed (C++ and Python) sound and user interface components of a stereoscopic haptic 3D mesh manipulation application.

**DePauw University Greencastle, IN May 2004 - August 2004**

*Undergraduate researcher in the NSF funded research experience for undergraduates summer program*

* Designed, programmed (VB.NET), and evaluated a gesture driven icon system (gedrics) for DyKnow Vision.
* Planned and conducted a user study to evaluate user performance and preferences for new features of DyKnow Vision.
* Presented research at national Argonne conference.
* Presented research at the 2005 ACM-SIGCSE student research competition as one of the top five undergraduate entries.

**SCHOLARSHIP**

**Book Chapters**

Drewski, E., Godby, K., Grover, T., Maximova, E., **Oren, M.**, Parkhurst, D., Triplett, J., William, V. (2007). *Shiny Happy Users*. Published by [Lulu.com](http://lulu.com)

Brown, H., **Oren, M.** (2005). "Living Art: Commercial Modding and Code-Illiterate Gamers." *Digital Gameplay*. Ed. Nathan Garrelts. McFarland Press.

**Journal Articles**

**Oren, M.**, Harding, C.,,Bonebright, T. (December 2008). "Design and Usability Testing of an Audio Platform Game for Players with Visual Impairments." *Journal of Visual Impairment and Blindness*, 102(12), pp. 761-773.

**Conference Presentations (Full Papers** **– Peer Reviewed)**

**Oren, M.**, Gilbert, S. (**In Review**) “Aiding Distributed Teams: A Tool for Building Affinity.” In the proceedings of *IEEE SocialCom* *2011*. Honolulu, HI.

**Oren, M.**, Gilbert, S. (2010) “Building Better Design Teams: Enhancing Group Affinity to Aid Collaborative Design.” In the proceedings of *Design Computing and Cognition (DCC)* 2010. Stuttgart, Germany. (Acceptance rate: 31%)

**Oren, M.**, Gilbert, S. (July 2009). “ConvoCons: Encouraging Affinity on Multitouch Interfaces.” Proceedings of *Human-Computer Interaction International 2009*. San Diego, CA. (Acceptance rate: 32%)

**Oren, M.**, Seth, U., Huang, F., Kang, S.(July 2009). “Cross-cultural Design & Evaluation of the Apple iPhone.” Proceedings of *Human-Computer Interaction International 2009.* San Diego, CA. (Acceptance rate: 32%)

Bennett, J., Faeth, A., **Oren, M.** (April 2009). “Wiicussion: Fasten Your Wrist Strap.” Proceedings of *Emerging Technologies Conference (ETC)*. Ames, IA. (Acceptance rate: 66%)

Russell, D., **Oren, M.** (January 2009). “Retrospective Cued Recall: A method for accurately recalling previous user behaviors.” Proceedings of the *Association of Computing Machinery’s Hawaii International Conference on System Science (HICSS) 2009*. (Acceptance rate: 50%)

Faeth, A., **Oren, M.**, Harding, C. (October 2008). "Combining 3-D geovisualization with force feedback driven user interaction." Proceedings of the *Association of Computing Machinery’s Geographic Information Systems (GIS)*. (Acceptance rate: 20%)

**Conference Presentations (Short Papers – Peer Reviewed))**

Faeth, A., **Oren, M.**, Sheller, J., Godinez, S., Harding, C. (April 2008). "Cutting, Deforming and Painting of 3D meshes in a Two Handed Viso-haptic VR System (SKETCH)." Proceedings of *IEEE Virtual Reality Conference 2008*. (Acceptance rate: 33%)

**Conference Posters (Published Abstracts – Peer Reviewed)**

**Oren, M.**, **Gilbert, S.** (**To Appear**). “Framework for Measuring Group Social Affinity for Computer Supported Cooperative Work.” Proceedings of *Association of Computing Machiner’s Computer-Human Interaction* *2011*. Vancouver, Canada.

**Oren, M.**, Harding C., Bonebright, T. (October, 2008). " Evaluation of Spatial Abilities Within a 2D Auditory Platform Game." Proceedings of *Association of Computing Machinery's ASSETS Conference 2008*.

**Oren, M.** (May, 2007). "Speed Sonic Across the Span: Building a Platform Audio Game." Extended Abstracts of *Association of Computing Machinery's Computer-Human Interaction 2007*. San Jose, CA.

**Oren, M.**, Harding, C., Bonebright, T. (June 2007). "Speed Sonic Across the Span: A Platform Audio Game." Proceedings of *International Conference on Auditory Displays (ICAD) 2007*. Montreal, Canada.

**Oren, M.**, Schafer, L., Berque, D. (February, 2005). "Enhancing a Pen-based Groupware System through Image Caching and Gesture Recognition." Proceedings of *Association for Computing Machinery's Special Interest Group for Computer Science Education (SIGCSE) Conference 2005*. St. Louis, MO. (Peer reviewed research competition, placed in top 5)

**Conference Posters**

Schafer, L., **Oren, M.**, Berque, D. (November, 2004). "Enhancing a Pen-based Groupware System through Image Caching and Gesture Recognition." Argonne National Laboratory Undergraduate Research Symposium 2004. DuPage County, IL.

**Conference Roundtables & Workshops (Peer Reviewed)**

**Oren, M.** (2011). “Interaction in User Experience Education.” Workshop on User Experience Competency Framework. To appear in the proceedings of *HCI 2011*. Newcastle, UK.

**Oren, M.**, Woodman, W. F. (2010). “Rethinking Social Theory: How Technology Changes Everything.” Technology and Society: Critical Perspectives roundtable. In *American Sociological Association (ASA) Annual Meeting* 2010.

**Oren, M.**, Gilbert, S. (2010) “Interfaces for Communication Intervention: Utilizing social theory to support interdisciplinary design communication.” In the proceedings of the Design Communication workshop at *Design Computing and Cognition (DCC)* 2010. Stuttgart, Germany.

**SERVICE & LEADERSHIP**

* 2011 Reviewer for CHI 2011 full papers
* 2010 Reviewer for the American Journal of Sociology
* 2010 Reviewer for ACM SIGCHI Symposium on Interactive Computer Systems (EICS) full papers
* 2010 Reviewer for CHI 2010 Works-in-Progress Posters.
* Summer 2009 Meta-Mentor for the NSF-funded SPIRE-EIT Research Experience for Undergraduates (REU)
* 2009 Reviewer for Journal of Management Information Systems (JMIS) special issue on best-paper nominees of the 2009 Hawaii International Conference on System Sciences
* 2009 Reviewer for Journal of Database Management (JDM) special issue on virtual worlds and 3-D web
* 2008 – 2009 President of the Human-Computer Interaction Student Group (Iowa State University)
	+ Doubled student attendance at meetings from the previous year and increased awareness of the student group.
	+ Provided online access to student group meetings for off-campus students and initiated a system of rotating the meeting location to the three areas of campus with concentrations of Human-Computer Interaction students.
	+ Reduced number of student complaints about feeling disconnected and increased sense of community.
	+ Invited monthly guest speakers from industry and other academic institutions to give remote talks.
* 2009 Reviewer for the Usability Professional Association Conference
* 2007 – 2008 Treasurer of the Human-Computer Interaction Student Group (Iowa State University)
* 2007 – 2008 Human-Computer Interaction senator to the graduate and professional student senate (Iowa State University)
* 2004 – 2005 Vice President of Academic Affairs of the Government of the Student Body (DePauw University)
	+ Voting member of the Committee on Academic Policy and Planning.

* Participated in discussions on revising the general education requirements, attended the faculty senate meetings, reviewed departmental proposals for additional faculty members, and reviewed department assessment results.
* 2003 – 2004 President of the Resident Student Association (DePauw University)
	+ Represented the interests of students in resident halls at board of trustee meetings.
	+ Served on the cabinet of the government of the student body as one of eleven organizations.
	+ Wrote and presented white papers to ban smoking within twenty feet of resident halls, add air conditioning to residence halls that lacked them, and for the creation of a student activity space.
	+ Recruited students to serve as leaders within their residence halls and served as a mentor to the hall presidents.
	+ Developed new programs for first year students to ease their transition to college life.