**2011 TriUPA Executive Council – Candidates Statements**

**NOTE: Each candidate was asked to answer the following questions:**

What is your experience in the usability field?

What interested you in the position?

What do you bring to the position?

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| **Role** | **Statement** |
| **President:** | **Mona Singh:**Mona has worked in the field of usability for over 15 years. Her experience spans user research, product strategy, storyboarding, wireframing, and usability testing. She has worked on a variety of modalities and verticals. She is interested in the position of President of TriUPA because she believes that the usability specialists in the area have matured to a point where a new set of community events may be helpful in meeting their needs. She would like to champion such events. Mona brings prior Executive Council experience of having served as **VP of Community Events** for TriUPA. |
| **Secretary/Treasurer:** | **Don Sugar:**Don has worked in the usability and human factors area for over 11 years, including working as a human factors engineer with Qwest Information Technologies, Cisco Systems, and Sun Microsystems. He is currently a Senior Business Analyst – UI and Human Factors at Allscripts. Don has been very active in TriUPA, including being **Director of Community Events** in 2009, and **President** in 2010. He worked as President to solidify and stabilize the TriUPA finances, and would like to continue working on this, as well as expand our sponsorship base as Secretary and Treasurer in 2011. |
| **Co-Director of Professional Development:** | **Teri Brooks:**Teri has worked in the usability field since 1998.  Projects included interaction design in the mobile space, followed by usability research and interaction design in the pharmaceutical, education, healthcare and tech industries. Teri believes that In a field as dynamic as ours, frequent educational opportunities are the only way to stay current.  She is very glad that we have so many means to offer training: face-to-face, webinars, blogs, and online classes.  Teri is interested in understanding the educational and training interests of our members, and locating the appropriate resources to meet those. She has benefited from numerous TriUPA activities, and she hopes to help the organization offer these to the membership. |
| **Co-Director of Professional Development:** | **Leslie Tudor:** Leslie Tudor is R&D Director of Usability in the Business Intelligence Clients division at SAS Institute, and obtained her PhD from Rutgers University in Cognitive Psychology with a focus in Perception. She has been in the field of usability for 25 years and, prior to joining SAS, worked at Bell Labs as a senior usability engineer and Distinguished Member of Technical Staff. She has published numerous journal articles in the field of usability. She is interested in the Professional Development position because organizing usability-related events is something she absolutely loves to do: she chaired the first Usability Day Demo event at SAS a few years ago, co-chaired all subsequent SAS World Usability Day – Demo Day events, and, when she worked there, chaired Bell Labs 2-Day Usability Day event which resulted in more people (approximately 750) attending that event than ever before. In her positions at both Bell Labs and SAS, she has worked with the education department (SAS) on event/course preparation, and has also organized several courses independently (Bell Labs) including courses on graphic design, participatory design, and international usability design. As for what she would bring to the position: a lot of passion, enthusiasm, as well as experience.  |
| **Co-Director of Community Programs:** | **Scott Bower:** I have a decade+ experience as “research/design/build” team member in solutions design for clients such as Microsoft, Hallmark, Motorola, Wells Fargo, IBM, CNN.com, Time Warner, AT&T, Misys, and Allscripts. Educator across the “user experience domains”. Most recently, I developed & taught Interaction/Information Design at KCAI under Katherine McCoy. Currently involved in government sponsored formative/generative/summative researches, design, build US Healthcare projects through my current role as a Senior IxD on the Allscripts UX Team. I am interested in co-chairing Community Programs, because, it best leverages what I can offer TriUPA members in one of the most active design locales in the country. Knowledge sharing from people and initiatives, across the profession spectrum of “UX” by and with people with the passion to do so. I love to learn. I see opportunities in events centered in Human Factors, Healthcare, Service Design, Rapid Prototyping, Design Process, and will strive to bring events, and cross-organizational opportunities, that members are most interested in. I have years of past experience in the successful rebuilding of a large AIGA chapter with a team of 5, which, involved planning, promoting, executing, and documenting community events, workshops, and launching an annual awards competition. |
| **Co-Director of Community Programs:** | **Richard Phelps:**Dr. Richard Phelps, Global Director-User Interface Design & Usability, leads user interface architecture, design and usability programs for Unisys cloud-based managed IT services portfolio. He is responsible for the user interface strategy, architecture and design of Unisys web-based Customer Portal. The Portal supports all Unisys cloud-based service offerings including: 1) virtual service desk for end user self-service support, remote infrastructure management, managed security services as well as client provisioning and management of virtual computing resources and office desktops. I want to get more involved with the local UX/UI community and foster job growth for this expertise in the triangle area. As Vice President of Marketing for some very large organizations (Unisys, EDS and E&Y) and some smaller organizations (Verbex, Cortex, Seer Technologies and Relativity Technologies), I have had 30 years of experience organizing and recruiting for IT industry events around the world, including roundtables, seminars, discussion panels and conference speakers. |
| **Director of Marketing & Communications:** | **Jake Geib-Rosch:** Jake is a freelance web designer who focuses on interface design and usability. He moved to the area a year-and-a-half ago and after attending a couple of TriUPA events, quickly realized how important an active community of like-minded UX folks was for the area and was eager to get involved. His skills at web design, organization and project management should make him well-suited to help out with TriUPA communications in the upcoming year. Jake served as **Co-Director of Community Events** in 2010. |
| **Director of Marketing & Communications:** | **Dorian Van Gorder:**I’ve been working in the Marketing and Communications department at Duke’s Fuqua School of Business for almost ten years, first as web content manager, and now currently as lead interactive designer. My responsibilities have been primarily with the outward facing parts of our website and web applications, the design of html communications (emails and newsletters), and I am the user experience champion on the team-- conducting user studies which lead to recommendations on improving the experience on our site. I recently completed a master’s degree in interactive design at SCAD, and now have more time to contribute to the TriUPA group; something I’ve wanted to do for a while. |
| **Director of Membership:** | **Laura Blanchard:**I have been working in user experience design and evaluation for over 15 years, for very small companies to very large companies and the military. For the past two years I have served as the **Director of Membership** for TriUPA. I believe in all that TriUPA has been and has the potential to be in providing professional development and networking opportunities for our membership in order to make this area a center for User Experience excellence! This year, my goal is to find a replacement for Club Express that serves our users and better represents a usability organization! |
| **Director of Social Programs:** | **Evan Carroll:** Evan Carroll is a User Experience Designer at Capstrat where he’s worked since 2007. Prior to Capstrat Evan spent a summer at IBM. He holds a BS in Information Science from UNC SILS and is currently pursuing a MSIS also from UNC SILS. For TriUPA Evan has served as **Director of Social Programs** in 2009 and **Director of Professional Programs** in 2010. Evan brings continuity to the TriUPA board and experience planning various types of TriUPA events. He is excited to have the opportunity to continue serving TriUPA and raising the profile of experience design and related disciplines in the Triangle. |
| **Director of Technology:** | **Katrina Lee:** Katrina Lee works on all things web for a non-profit in Chapel Hill. She has a broad range of experience in advocating, researching, planning and implementing metrics- and usability-driven web sites and communications projects. Katrina has served as **Co-Director of Social Programs** in 2009 and **Director of Community Programs** in 2010 for TriUPA and is looking forward to the opportunity to grow TriUPAs online presence (and organization) in 2011. |