**2012 TriUPA Executive Council – Candidates Statements**

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| **Role** | **Statement** |
| **President:** | **Rick Phelps:** Rick Phelps earned his Ph.D. in Human Computer Interaction from Tufts University and has been in the IT software and services industry for the past 30 years. Today, Rick leads a UI/UX team at Unisys that designs and tests the user interface and usability of their web-based and mobile offerings including: cloud computing services, virtual service desk, SaaS and internal web apps used to support field service delivery. Rick’s 2012 plans for the TriUPA include: 1) increased visibility for the association and its events through broader more proactive marketing, 2) continued improvement in the quality and frequency of our professional events, 3) an active community events program and 4) the potential replacement of our internal association management application, Club Express, with a more modern platform (e.g., CIK Apricot). |
| **Secretary/Treasurer:** | **Don Sugar:**Don has worked in the usability and human factors area for over 12 years, including working as a human factors engineer with Qwest Information Technologies, Cisco Systems, and Sun Microsystems.  He is currently the User Experience Manager at Junxure.  Don has been very active in TriUPA, including being Director of Community Events in 2009, and President in 2010, and Treasurer in 2011.  As a result of Don's efforts, we are entering the 2012 year with very solid finances that will enable us to start 2012 in a strong financial position to fund Professional and Community Events.  He will work as  Treasurer  to continue to stabilize and manage our TriUPA finances,  and continue expanding our sponsorship base as Secretary and Treasurer in 2012. |
| **Co-Director of Events:** |

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| **Dorian Van Gorder**: |

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I’ve been working at Duke’s Fuqua School of Business for ten years, first as web content manager, then as lead interactive designer (both in the marketing department), and now as manager of web and interactive services (now in the IT department). The team’s responsibilities have dealt primarily with the outward facing parts of our website and web applications, the design of html communications (emails and newsletters). I am currently building a solid user experience component of the team, so as to stretch our reach to many more of our interactive touches with customers. |
| **Co-Director of Events:** | **Andrew Wirtanen:** Andrew is currently a User Experience Specialist and Team Lead at Atlantic BT, a full service web development company in Raleigh. He has worked in the usability field for over 5 years, primarily at consultancies. He graduated from Bentley University with an MS in Human Factors in Information Design. Since moving to the Triangle in 2007, he has been an active member of Tri-UPA. Andrew believes that the UPA is one of the most important organizations in our field because it is focused on real-world design implications and high-quality user research. Local chapters, like Tri-UPA, are incredibly important as a means to build a strong local community and encourage further progress in our field. Andrew would like to step up his involvement in Tri-UPA by serving on the 2011 Executive Council. |
| **Co-Director of Events:** | **Adam Rogers:** I'm a librarian at NC State where do a mix of public services work and technology projects (including most recently a redesign of our mobile website). I think I'd be a good fit for this job because I have spent the past year learning UX and usability skills through a combination of books, podcasts, UIE webinars, conference workshops, and a class at UNC-Chapel Hill. I'm committed to continuing this learning process, and would be glad to take on an organizing role to share the experience with others in TriUPA. I've organized many events in the past, including a public lecture by James Boyle when I was at UNC (I was a leader in the school's ASIS&T chapter). |
| **Co-Director of Marketing & Communications:** | **Cindy McCracken:**I would like to serve as Director of Marketing and Communication for TriUPA in 2012. I was a writer and editor before I got my master's in information science and transitioned to the UX field. I am also very familiar with iContact's tools for sending email and social media posts, which TriUPA uses for its communications, because I'm a researcher there. I served as the Communications Team Lead / Editor for the North Carolina Special Libraries Association in 2006, so I have experience in this type of position. I have been a member of TriUPA since 2005. |
| **Co-Director of Marketing & Communications:** | **Steve Burnett:**  I was the webmaster for the North Carolina System Administrators group from 1992 to 2000, and the webmaster for the NC Java User Group for three years. In both roles I maintained and updated websites and wrote and posted announcements. Active in the local tech community and online and maintaining a directory of RTP technical interest groups since 1997, the marketing and communication role would be a natural extension of my current activity.I have been interested in and working with UX issues since the late 1990s and joined TriUPA in 2008. I am also a member of the Information Architecture Institute. |
| **Director of Membership:** | **Mona Singh:**Mona has been working in the field of User Experience Product Management since 1994. Her portfolio includes several redesigned enterprise applications and over 30 issued USPTO patents. Currently, she is a Consultant to several companies. Her clients include Apple. Mona has served as a volunteer for TriUPA in 2007, 2008. More recently, she served as President of TriUPA in 2011. During 2011 she brought on 3 new sponsors (Junxure, Lulu.com, and Railinc). The added sponsorships helped provide a strong financial basis for TriUPA. As President she was involved in bringing speakers to the membership both locally and from the Bay Area (Facebook). She also helped make training events profitable for TriUPA. In 2012 she hopes to be able to broaden the membership base and provide value to the sponsors and individual members. |
| **Director of Social Programs:** | **Jake Geib-Rosch:** Jake has worked in usability and design for the web since 2006. His special interest is startups, and since moving to the Triangle a couple years back, he's been freelancing for local businesses in usability, visual design, HTML/CSS and even a little project management. Jake loves talking about any and all of these things, and likes to think of himself as something of a social person. As Director of Social Events he would like to encourage our already-enthusiastic UX community to continue to share creative ideas and come together to make big things happen. If he must endure the occasional snack and beverage from a local eatery in the name of usability, so be it! Jake has been Co-Director of Community Events for 2010 and 2011. |
| **Director of Technology:** | **Don Crane:**  Don Crane has managed web, marketing, and writing teams in IT or Marketing organizations for the past 25 years. Don presently manages the web analytics, blogs, and webmail programs – as well as SharePoint communities -- at Unisys Corporation. A compelling aspect of his responsibilities is the analysis and interpretation of human behaviors across Unisys digital properties, assessing performance against defined KPI, and leveraging intelligence to improve business programs and web usability. Don’s plans for 2012 include: 1) expansion of the TRIUPA blog program by soliciting additional bloggers to focus writing on specific usability topics, 2) greater community involvement on the web site to tap into the larger knowledgebase of its membership, 3) implementation of Google Analytics on the web site to understand how the property is used by its members, and 4) expand the fan base on the Facebook site and integrate into the main web property. |