

Henry B. (Hank) Strub

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EMPLOYMENT AND EDUCATION:

2002 - Present **Lead Human Factors Analyst**, Electronic Ink. Philadelphia, PA
A Design consultancy, focusing on the overall design and user experience of interactive applications.

- In first year, superior satisfaction of clients is leading to significant repeat business for multiple employees.
- Most client work on corporate intranet applications and standards for intranets.
- Content domain foci have been pharmaceuticals and financial services.
- Other work has included eLearning.
- Teach self-developed 2-day overview course on Human Factors for corporate clients.

2001 - 2002 **Independent Consultant**. Based in Chicago, IL

- Major website review, including heuristic review, eSurveys, and focus groups.
- User experience for eLearning business soft skills.
- Focusing Learning Management System design for marketing to schools.

1999 - 2001 **Director of User Experience**, Interaction Design. UNext. Deerfield, IL
UNext, an online startup, created a virtual university for business courses as it grew from 90 to 450 employees.

- **Manager:** “Chief of staff” for President of UNext Learning Systems and Vice President of User Experience (UE), Don Norman.
 - Core Interaction Design team of six responsible for iterative design of university’s web site. Team accomplishments included vision for second generation course and instructor interfaces, course simulations, and online community.
 - Interim Director, both UE Design and Testing teams as they grew from 10 to 25 employees.
- **Designer:** Developed initial information architecture and feature specifications for Instruction group’s part of online university web site. (patent application on this work).
 - Served as communication bridge between Instruction and IT groups.
 - Iterative design of grading interfaces, for both students and instructors, and multiple course types, across incompatible Broadvision & Oracle systems.
 - Interaction design specialist for interactive course components.
 - Developed standards for course interaction.
- **User Testing Expert:** Consulted on test methodology for UE testing group.
 - Responsible for field testing: leading, training, or supporting all field work.
 - Led equipment and build-out planning for UE’s three lab facilities, with 70 total test stations.

1992 – 1999 **Member of Research Staff**, Interval Research. Palo Alto, CA
Company chartered to research and create foundations for new technology industries targeted to consumers.

- **Researcher:** Explored new concepts for information technologies from a cognitive perspective. Applied media technologies in new ways including video and data displays, and both speech and non-speech audio. Consulted regarding User Centered Design.
 - Future consumer research, informal user testing, literature research, paper prototyping, design team participation.
- **Project Coordinator:** Created new approaches to consumer camcorder technology (random-access storage and marking), form factors (variations on wearability), and turned video recording and editing into a social activity.
 - Coordinator and communicative “glue” for diverse six member project team, for three years.
 - Participated in all aspects of technology, form factor, software, and video presentation prototypes.
 - Led over twenty field tests on working prototypes.
 - Investigated business models. Led preparation of two patent applications.
- **Human Subjects Committee, Co-founder and chair.** Adapted Federal Guidelines for protecting subjects to corporate needs and time pressures, applying them to respect subjects while being efficient for colleagues.
 - Reviewed and consulted on design and implementation for a wide range of studies on people.

1986 – 1992 **Ph.D. Psychology & Cognitive Science**, University of California, San Diego. La Jolla, CA

- **Dissertation Advisor:** Donald A. Norman.
- **Dissertation:** *Cognitive Customizations: Ways People Cope With Technology*. Generated cognitively-based theory on customizations and everyday devices, for helping people perform *their* normal activities.
 - Methods included field review of technology in its context, many surveys and interviews, and field interventions that tested the developing theory.
 - Studied use of copiers, general aviation (VFR) flight plans, commercial aviation cockpits, and home consumer electronics.

1984 - 1986 **Member of Technical Staff**, AT&T Bell Laboratories. Whippany & Liberty Corner, NJ
Lab developed Craft Access System Terminal (CAS Terminal), an (early) wearable test device which allowed phone line repair technicians to test lines and run dispatch functions.

- **Systems Engineer:** Experiences ranged from feature design and planning, to support of field trials.

1984 **M.S. Mechanical Engineering: Design Division: Smart Product Design**, Stanford University. Stanford, CA

1983 **B.S. ME, A.B. Human Biology**, Stanford University.

TEACHING:

1994, '96, '98 **Instructor:** Cognitive Principles for Human Computer Interaction, Stanford University.
Created graduate course for Stanford's HCI curriculum, to provide computer science students a foundation of applicable properties and methods. See: <http://www-pcd.stanford.edu/cs246/>

1991 **Instructor:** Cognitive Engineering class, UCSD (title: Associate in Cognitive Science).
User Centered Design for cognitive scientists. First graduate student to earn this title in Cognitive Science.

PROFESSIONAL ACTIVITIES:

Since 1990 Association for Psychological Science.
Since 1988 Human Factors and Ergonomics Society.
Since 1985 Association for Computing Machines, and its Computer-Human Interaction SIG.
Reviewer of both long and short conference papers for 3 years; also journal papers.

RECENT PUBLICATIONS AND PRESENTATIONS:

2003 *U.S. Patent 6,652,287; "Administrator and instructor course management applications for an online education course"*. Lead inventor.

2003 *U.S. Patent 6,563,532; "Low Attention Recording Unit for Use by Vigorously Active Recorder"*. Lead inventor.

2002 *Family Video can be Social*. Essay for Workshop on Technology for Families, CHI 2002.

2002 *Introduction to Video for Field Work, and A vision for the consumer camcorder of the (near) future*.
Presentation at joint meeting of CHI-Squared and AMC Information Architecture SIG

2001 *Introduction to Video for Field Work*. Lecture for Chicago Association for the Practice of Anthropology .

1999, 2001 *Other Patent Applications: UNext: Tools for Instructors; Interval Research: Retrospective marking of important events, and wireless sharing of video.*

1998 Organizer & Panelist: *Privacy, Wearable Computers, and Recording Technology*, at International Symposium for Wearable Computers, 1998.

1997 *ConcertTalk: A Weekend with a Portable Audio Space*, Paper at INTERACT '97.