



Cory Lebson, M.B.A., M.A.

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Personal Profile

- **Fifteen years** of experience in **user research & design, information architecture** and **data analysis**
- **Established ability to manage** projects, research, staff and vendors
- **Extensive experience writing** reports, RFPs, proposals, project plans, grants, book chapters, and articles
- **Dynamic presentation skills**, comfortable with audiences of all levels
- **Passion for efficiency** and **improved productivity**
- Enjoyment of learning with **degrees in business (M.B.A.), sociology (M.A.), and psychology (B.S.)**

Research & Evaluation

- **Requirements gathering** - Stakeholder/user interviews, reviews of documentation, and competitive analyses
- **Usability testing** - Lab-based/remote/in the field and expertise with TechSmith Morae/UserVue
- **Heuristic reviews** including evaluation of web content and use of plain language
- **Accessibility** - Section 508 reviews and training
- **Market research** - Both quantitative and qualitative
- **Survey** design, implementation, and analysis - Experience with Vovici Feedback and Community products
- **Focus groups**
- **Web analytics** – WebTrends, Google Analytics, and an understanding of raw log data
- **Creation of fixed and portable usability labs** and **customization of technologies** for unique lab needs

Information Architecture

- **Reviews** of site structures and proposals for new organizational schemes
- **Card sorts** including both online and offline efforts, creation and analyses of dendograms
- **Search engine optimization**, site search evaluation, metadata, federated search, faceted classifications

Data Analysis & Reporting

- **Quantitative analysis of data** with **Microsoft Excel, SPSS Base** and **SPSS Custom Tables**
- Basic understanding of **univariate and multivariate statistics**
- **Database design** and development - Microsoft Access, SQL Server, and ASP web integration

Design

- Development of **prototypes** and **wireframes** – Experience with PowerPoint, Visio, Axure, and HTML
- **Cognitive walkthroughs** of static and interactive designs with representative users
- **Web development** - HTML, ASP, CSS, Dreamweaver, Acrobat Professional, IIS Admin, and some JavaScript
- Graphical manipulation with **Photoshop** and **Paint Shop Pro**

Employment Summary

- Work for **consulting organizations**
 - **Eye Street Solutions** (2008-2010) Web Usability Specialist
 - **Eureka Facts** (2010) Senior Usability Consultant
 - **Navigation Arts** (2009-2010) Senior Usability Specialist
 - **UserWorks, Inc.** (1994 – 2010) Director of IT Infrastructure & Senior Usability Specialist
 - **American Institutes for Research** (2008-2010) Senior Research Consultant
 - **Westat** (2008-2009) Senior Research Consultant
 - **IQ Solutions** (2005 – 2009) Senior Technical Advisor, usability & market research
 - **Digital Management** (2008) Usability Expert
 - **CSC Consulting** (2007) Senior Usability Engineer
- Work across **diverse industries** (*often as a subcontractor or employee of above organizations*)
 - **Government** – FEMA, DHS, Army, USDA, NCI, IRS, FBI, AHRQ, NLM, NIST, NASA, BEA, LOC, British Embassy
 - **Non-profits** – ACS, ATPCO, NeighborWorks, Jewish Data Bank, NatureServe, AAHSA
 - **eCommerce**- Simplexity Wirefly, GlobalSpec, Rosetta Stone
 - **Telecommunications** - Verizon Business Services, Sprint, Simplexity Wirefly, former Bell Atlantic Tele-TV
 - **Financial database solutions for** Wittman, Inc. and Propark America
- Work for **educational organizations**
 - **K¹², Inc.** (2007 – 2008) Director of Market Research
 - **University of Connecticut** (1997 – 2010) Assistant Director for Technology
 - **U.S. Dept. of Education** (2006) Information Architect, FREE project
 - **University of Connecticut Health Center** (1998 – 2004) Research Associate

Selected Projects

Web Usability Specialist, Eye Street Solutions (2008 – 2010)

- Performed heuristic usability assessment of approximately 30 FEMA and DHS sub-sites.
- Facilitated information architecture study of FEMA individual assistance pages and a prototype mobile site with survivors of Atlanta flooding including a focus group, a card sort activity, and individual usability sessions.
- Conducted usability test of FEMA individual assistance pages with survivors of Hurricane Ike.
- Facilitated user research with disaster managers at multiple international disaster management conferences, including focus groups, individual interviews and usability test sessions.
- Created usability training program at FEMA, including training courses for usability, accessibility, web analytics, information architecture, research methods, and search engine optimization.
- Developed new FEMA style guide.
- Extensive involvement in projects related to search engine optimization, web analytics and ForeSee surveys.

Senior Research Consultant, Westat (2008 – 2009)

- Examined current and proposed site structure of corporate intranet site through a card sort activity with a subsequent “first click” analysis.
- Conducted heuristic review of IRS site, including the development of wireframe mockups.

Senior Usability Specialist, Navigation Arts (2009)

- Part of extended team, leading usability tests for existing Navigation Arts clients including NatureServe and a children’s hospital center.

Director of IT Infrastructure / Senior Usability Specialist, UserWorks, Inc. (1994 – 2009)

- Started in 1994 as undergraduate intern, then functioned as staff human factors engineer, and later as a contractor before coming back full-time from 2004-2007. Have contracted additional projects since 2008.
- Member of management team, dealing with company operations, client relations and business development.
- Managed projects involving usability and information architecture evaluation.
- Created wireframes, web prototypes and web sites.
- Developed and managed MS SQL-server-based 40,000 person recruitment and reminder system.
- Responsible for internal IT operations, including management of IT team, usability labs and staff support.

Senior Technical Advisor, IQ Solutions (2005 - 2009)

- **FBI, 2005:** Examined public-facing FBI.gov web site. Conducted stakeholder interviews, telephone interviews with representative users and usability test of existing site. Provided recommendations document to FBI along with wireframes detailing revised home page and updated, streamlined site structure. After site redesign, conducted second round of testing. Presented findings to stakeholders of web infrastructure and content at FBI.
- **NIDA, 2006:** Administered remote usability tests of NIDA online drug awareness games for students, followed by observation and polling of hundreds of students at NIDA drug awareness fair.
- **Cross-departmental, 2008 – 2009:** Provided consulting services to social marketing research team to streamline data collection and analysis efforts and improve reports to government stakeholders at various agencies.

Senior Usability Engineer for the Bureau of Economic Analysis (Digital Management, 2008)

- Conducted expert reviews of Interactive Tables applications.
- Produced key deliverables including an eighty-page report, an associated PowerPoint deck and illustrative wireframes that were presented to stakeholders.
- Provided documentation detailing places where existing applications were not 508-compliant.

Director of Market Research, K¹², Inc. (2007 – 2008)

- Managed staff and external vendors, and advocated for usability and user research throughout the company.
- Oversaw usability tests of distance learning products, such as elementary school math prototypes and Power-Glide foreign language learning products.
- Drafted RFPs and oversaw vendors for K-8 and HS satisfaction surveys that required third-party validation.
- Directly involved with all aspects of survey design, implementation, analysis and reporting including high-school course satisfaction, and a resulting 1400-slide PowerPoint deck; satisfaction with the special education among students of all grades; and satisfaction with advanced learner curriculum among parents.
- Responsible for survey analysis mainly using SPSS, Access, and Excel to analyze Vovici output.
- Created and maintained portable usability lab.
- Member of product marketing team.

Senior Usability Specialist, Library of Congress (UserWorks, 2006-2008)

- Conducted a usability evaluation of the National Digital Newspaper Program (NDNP). Performed a usability test with representative users. Evaluated usability, IA, design, and layout of the site.
- Conducted usability testing of a federated search prototype. Performed a second round of testing of federated search functionality after redesign in 2008. User testing focused on the ability of users to locate key information, understand search results and limit results by utilizing filters of various types of faceted classifications.

Senior Usability Engineer, Airline Tariff Publishing Co. (ATPCO) (CSC Consulting, 2007)

- Involved in project to convert TN3270 “green screen” systems into web-based applications.
- Managed user experience activities for “batch processing” including regular meetings with business and architecture teams, requirements gathering, heuristic reviews, and iterative wireframe creation.

Information Architect, Department of Education (UserWorks, 2006)

- Managed multi-pronged effort to analyze existing information architecture of Federal Resources for Educational Excellence (FREE) site including web-based front-end, Oracle-driven back-end and administrative control panel.
- Produced IA evaluation document which detailed recommended changes to data structure and site architecture.
- Managed production of high-fidelity site prototype and subsequently performed cognitive walkthroughs.
- Produced Access database to help staff catalog, tag and visualize different data structures for web resources.

Assistant Director for Technology, University of Connecticut (2004 – 2009)

- Held a grant-funded role involving coordination with sponsoring agencies, and development and management of jewishdatabank.org web site as well as associated custom-built database.
- Archived hundreds of data files and quantitative research reports.
- Point of contact for 3000+ researchers of Jewish demography who requested assistance with archive.

Research Associate, University of Connecticut Health Center (1998 – 2004)

- Initially involved with medical sociology research, including the analysis and reporting of quality of care for asthmatic children. Primary data collected by analysis of patient records at clinics in impoverished communities.
- Subsequently involved with a project to integrate handheld computers into the medical school curriculum.
 - Managed program to train UCHC faculty on the educational uses of handheld computers
 - Developed Windows Mobile student encounter log - creation of wireframes and interactive prototype.
 - Managed programmers to develop a final product subsequently utilized by the entire medical school.

Usability Professionals Association (UPA)

- **UPA International** - Presented at conferences in 2006 (*Tools for Electronic Collaboration: Off the Shelf and Into the Usability Lab*), 2007 (*The ‘Googlefication’ of Site Search: Adapting to Google’s Influence on User Behavior*), and 2010 (*What You Should Know About SEO: Tips for the User Experience Professional*); Reviewer for 2009 presentations;
- **UPA Washington DC Chapter** – President in 2010 (board member since 2009)

Education

- **Master of Business Administration (M.B.A.)** – University of Connecticut – 2001
Areas of interest: Management of technology and marketing
- **Master of Arts in Sociology (M.A.)** – University of Connecticut – 1999
Areas of interest: Quantitative and qualitative research methods, technology and religious demography
- **Bachelor of Science (B.S.) with Honors in Psychology** – University of Maryland Honors Program – 1994
Areas of interest: Research methods and human factors

Extensive hardcopy portfolio that illustrates work efforts is available for in-person presentation.