

DAVE JONES

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Summary

Experience conducting user research, data analysis, user-centered design, wireframing, and prototyping applications

Highlights

User Experience Research

- Experienced conducting card sorting, heuristic evaluations, and usability testing
- Extensive experience producing wireframes and prototypes that map interactions across systems and applications
- Published and presented at conferences discussing user experience research and design
- Experienced adopting multiple professional roles in an integrated design and development team

Education

PhD Candidate in Technical Communication and Experience Design, anticipated 2012

Old Dominion University

Master of Arts in English, 2003

Morehead State University

Bachelor of Arts in English, 2001

Morehead State University

Experience

User Experience Architect 2010-Present

Lifedash, Virginia Beach, VA

- Conducting user research activities such as contextual inquiry, card sorting, and affinity diagramming for websites and web-based applications
- Conducting data analysis to generate findings, recommendations, design strategies, and design concepts
- Conducting requirements gathering and researching business rules for social web experiences
- Building wireframes, specification, and prototypes of online systems and applications
- Mapping interaction models for user experience of websites and applications
- Conducting usability testing on prototype web applications
- Research and design of integrated e-commerce interaction
- Designing for user privacy and identity management
- Competitive landscape analysis and heuristic evaluation existing social web applications, e-commerce sites, and gaming experiences
- Developing user experience standards for the Lifedash
- Assessing user experience of licensing agreements and terms of service agreements for Lifedash users
- Working with visual designers to ensure visual consistency of UI design

User Experience Consultant 2009-Present

- Researching and prototyping mobile applications
- User research, information architecture, and user experience design for course management and scheduling tools
- Responsible for ensuring compliance with Apple iOS user experience standards
- Wireframing and prototyping social editing tools for web-based document editing

Senior Research Assistant at the CeME Lab 2009-Present

Old Dominion University, Norfolk, VA

- Landscape analysis and heuristic evaluation of desktop applications for managing social media experiences
 - Analysis of user experience design in social networks
 - Database design, user experience design, wireframing, and prototyping of web-based tools for online publication
 - Research and design of mobile applications for crowdsourcing information
 - Research of current open-source and shareware applications for digital and interactive media production
- Managing social web presence for ACM SIGDOC

Societies

Member of SIGDOC, Association for Computing Machinery

President, Old Dominion Student Chapter of SIGDOC

Member of AoIR, Association of Internet Researchers

Member of ATTW, Association of Teachers of Technical Writing

Recent Publications and Presentations

Publications

Potts, L. & Jones, D. (2011). Contextualizing experience: Tracing the relationships between people and technologies in the social web. *Journal of Business and Technical Communication* 25(3), 338-358.

Jones, D. & Potts, L. (2010). *Best practices for designing third-party applications for contextually-aware tools*. In Proceedings of ACM SIGDOC 2010. Sao Paul, Brazil. 95-102.

Jones, D. (2009). *Accounting for affective experiences in video games*. Proceedings of ACM SIGDOC 2009. Indiana University. Bloomington, IN. 251-256.

Presentations

Jones, D. (2011). Participation and Agencies: Examining Issues Co-Creation in Networks. *Association of Teachers of Technical Writing 2011*. Atlanta, GA

Jones, D. (2010). Convergence.Economy.Activity: What Interaction Design Can Add to the Study of Convergence Cultures. *Mid-Atlantic Popular/American Culture Association*. Alexandria, VA. Panel Chair.