



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

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**CLEARANCE: TOP SECRET (ACTIVE)**

## Personal Profile

- **Seventeen 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 training and 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, eye tracking, and expertise with TechSmith Morae
- **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 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 and taxonomies
- **Card sorts** including both online and offline efforts, creation and analysis of dendrograms
- **Search engine optimization**, site search analytics, 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**

## 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, CSS, Dreamweaver

## Employment Summary

- Work for **consulting organizations**
  - Eye Street Solutions, CACI, Eureka Facts, Fors Marsh Group, Limina Application Office, Navigation Arts, UserWorks, American Institutes for Research, Westat, IQ Solutions, Digital Management, CSC Consulting
- Work across **diverse industries** (*often through above organizations*)
  - **Government** - FEMA, DHS, NICHD, BLS, DoD, USDA, NCI, IRS, FBI, AHRQ, NLM, NIST, NASA, BEA, LOC, NRC
  - **Non-profits** - ACS, ATPCO, NeighborWorks, Jewish Data Bank, NatureServe, AAHSA
  - **eCommerce**- Simplexity Wirefly, GlobalSpec, Rosetta Stone, Avid Technology
  - **Telecom**- Arbitron, former Bell Atlantic, Verizon Business Services, Sprint, Simplexity, Time Warner Cable
  - **Financial database solutions** for Wittman, Inc. and Propark America
- Work for **educational organizations**
  - **K<sup>12</sup>, Inc.**, Director of Market Research
  - **University of Connecticut**, Assistant Director for Technology
  - **U.S. Dept. of Education**, Information Architect
  - **University of Connecticut Health Center**, Research Associate
- **Usability Training Solutions**
  - FEMA, DHS, American Institutes for Research (AIR), Avid Technologies, Web Managers University, Usability Professionals Association (UPA), AAHSA, Public Training Courses
  - Classroom & Experiential learning programs – customized to organizational needs
  - Wide range of topics available - <http://www.lebsontech.com/training.asp>

## Selected Projects

### Federal Emergency Management Agency (Eye Street Solutions, 2008 - 2012)

- Creation of two-day web usability workshop now offered both monthly at FEMA HQ and nationally to FEMA regional offices and disaster field offices – over 400 people trained
- Disaster survivor usability studies with survivors in Galveston, Atlanta, Nashville, Chicago and Raleigh
- Disaster manager usability studies at conferences in Orlando, San Antonio and Toronto
- Interviews with Disaster Relief Center (DRC) and Joint Field Office (JFO) staff
- Usability studies of FEMA mobile sites and applications with disaster survivors and homeowners
- Eye tracking usability study on disaster preparedness content for Ready.gov
- Focus groups with disaster managers, disaster survivors, general public and disability leaders
- Heuristic usability assessment of approximately 40 FEMA and DHS sub-sites
- Card sorts with disaster survivors, disaster managers and the general public
- Developed new FEMA style guide that was adopted agency-wide
- Extensive involvement in projects related to SEO, web analytics and ForeSee surveys
- Related conference presentation includes: Lebson, Cory. 2010. "How can FEMA's Individual-Assistance Web Resources Be Improved?" Individual Assistance ESF #6 Conference, San Diego, California, April 28, 2010.

### Westat (2008 - 2012)

- Information architecture analysis of intranet with card sort activity and "first click" analysis
- Heuristic reviews, card sorts and wireframe mockups for existing Westat government clients

### Limina Application Office (2010 - 2012)

- Four-day experiential learning training for Limina client on usability testing process
- Stakeholder and user interviews and usability tests for existing Limina clients

### Navigation Arts (2009-2012)

- Part of extended team leading usability tests for existing Navigation Arts clients

### Eureka Facts (2010-2011)

- Mentored market research staff in conducting usability testing and using Morae software
- Conducted card sort and heuristic review of Nuclear Regulatory Commission (NRC) site

### Fast Enterprises (2010 - 2011)

- Consulted on custom implementation of tax payment portal for City of Arlington
- Usability testing of tax payment process for the States of Alabama and Mississippi

### UserWorks, Inc. (1994 - 2011)

- Intern (1994), staff human factors engineer (1995), director (2004-2007), Contractor (1996 - 2004; 2007 - 2011)
- Member of management team: company operations, client relations and business development
- Managed projects involving user research, SEO, web analytics, and information architecture
- Created wireframes, web prototypes and web sites
- Developed and managed 40,000 person recruitment and reminder system
- Responsible for internal IT operations: management of IT team, usability labs and staff support

### IQ Solutions (2005 - 2009)

- FBI, 2005: Stakeholder interviews, user interviews and multiple rounds of usability testing
- NIDA, 2006: Usability tests of NIDA drug awareness games, user research at student fair
- Consulting services to social market research team to streamline data collection and analysis

### Bureau of Economic Analysis (Digital Management, 2008)

- Expert reviews for a number of Interactive Tables applications
- Provided documentation detailing places where existing applications were not 508-compliant
- Developed supplemental wireframes to illustrate recommendations

**K12, Inc. (2007 - 2008)**

- Managed staff and external vendors as Usability & Market Research Director
- Advocated for usability and user research throughout the company
- Oversaw usability tests of distance learning products
- Drafted RFPs and managed vendors for satisfaction surveys that required third-party validation
- Directly involved with all aspects of survey design, implementation, analysis and reporting
- Responsible for survey analysis mainly using SPSS, Access, and Excel to analyze Vovici output

**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"
- Meetings with business teams, requirements gathering, heuristic reviews, and wireframes

**Department of Education (UserWorks, 2006)**

- Information architect for Federal Resources for Educational Excellence (FREE) site
- Analysis of IA for both web-based front-end and Oracle-driven back-end
- Produced IA evaluation that recommended changes to data structure and site architecture
- Managed production of high-fidelity site prototype, then performed cognitive walkthroughs
- Produced database to help staff catalog, tag and visualize data structures for web resources
- Note of appreciation is included on FREE site's "About" page

**University of Connecticut (2004 - 2011)**

- Grant-funded adjunct faculty position involving coordination with sponsoring agencies and development and management of North American Jewish Data Bank web site as well as associated custom-built database
- Archived hundreds of data files/research reports and point of contact for 2000+ Jewish demographers

**University of Connecticut Health Center (1998 - 2004)**

- Project to integrate handheld computers into the medical school curriculum
- Managed program to train UCHC faculty on the educational uses of handheld computers
- Developed mobile student encounter log: creation of wireframes and interactive prototype
- Managed programmers to develop final product subsequently utilized by the medical school
- Medical sociology research on quality of care for asthmatic children in impoverished areas

**Usability Professionals Association (UPA)**

- **UPA Washington DC Chapter** – President since 2010 (board member since 2009)
- **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*), 2010 (*What You Should Know About SEO: Tips for the User Experience Professional*), 2011 (*Mobile Web Emerging Trends and Best Practices: Are you Ready?*) and soon 2012 (*Shout it from the Rooftops: Raising Awareness of UX Throughout Your Organization*); Reviewer for 2009 & 2011 presentations

**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.

See recommendations on LinkedIn (<http://linkedin.com/in/lebson>)