

ELI GOLDBERG

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OBJECTIVE

Entry-to-mid-level user researcher role at a San Francisco, New York City, or Seattle company committed to making great products for its customers. I seek a work environment that supports long-term professional development towards a senior contributing role.

I bring academic and recent professional experience as a usability researcher, supported by a decade of usability-oriented Silicon Valley experience as a software test engineer at companies such as **Apple** and **Netscape**. Available in August 2008.

USABILITY RESEARCH EXPERIENCE

Telematica Institute

Visiting Student Researcher

Enschede, Netherlands

Spring 2008

Designed and conducted field studies assessing the safety of a portable navigation device among Dutch senior citizens with mild dementia. This research supported the European Union COGKNOW cognitive prosthetic project.

University of Washington

Usability Researcher

Seattle, WA

Spring/Summer 2007

As an employee of the Laboratory for Usability Testing & Evaluation, I served as the primary consultant to the Washington State Employment Security Department (ESD), for a major redesign of their main external website. Performed heuristic and expert evaluations of iterative design mockups for the ESD website, offering research-based and empirical recommendations for changes to the design direction. Responsibilities also included designing, recruiting for, and conducting a mid-sized card sort, and co-authoring a report of the results.

For a second client, I delivered an extensive heuristic review of a social website under development for family caregivers, and documented issues observed in usability test sessions. Completed the employment contract by evaluating emerging methods in recent (2002-2007) eye-tracking research and application.

Flock, Inc.

Senior QA Engineer/Usability Researcher

Mountain View, CA

2006

While awaiting the start of graduate school, I accepted an offer to help as a test engineer and usability researcher at this social web browser start-up. Co-led Flock's first in-house usability study, and produced an internal video of the highlights. Our results led the company to shift its focus away from blogging/bookmark sharing and towards social networking and photo sharing.

EDUCATION

Technical Communication, MS

University of Washington, 2006-2008

GPA: 3.93; *Henry L. Gray Fellowship*

Information & Decision Systems, BS

Carnegie Mellon, 1991-1995

Concentration in User Interface Design

RECENT PUBLICATIONS

Uses of Eye Tracking Technology in Design

Human Factors & Ergonomic Society 2008 conference paper; co-authored with Eliana Medina, Elisabeth Cuddihy, and Dr. Judy Ramey

What Can Usability Learn from Services Marketing?

Working title; publication forthcoming with Boxes & Arrows

RESEARCH PORTFOLIO

eligoldberg.com/samples

User name & password: samples

References available upon request.

America Online, Inc.
Senior QA Engineer/Accessibility Analyst

Mountain View, CA
2004-2005

Responsible for accessible design and accessibility validation on AOL's main DHTML applications: AOL Webmail and AOL Pictures. Assessed usability issues under the JAWS screen reader, and rewrote all spoken interface elements for AOL Pictures to comply with best practices in auditory interface design. Conducted an accessibility audit of AOL Radio for Mac (AOL's first accessible application for Mac OS X.)

In this role, I realized that my passion for usability warranted a transition into a full-time user research career, rather than pursuing usability through a QA practice. This resulted in my relocation to Seattle for a full-time masters program, and transitioning into temporary work at Flock prior to the start of the program.

RELATED EXPERIENCE

University of Washington
Teaching Assistant

Seattle, WA
Fall/Winter 2006

Led a section of the *Introduction to Technical Writing* course for two quarters, teaching effective technical and workplace communication practices to second-year engineering students. Responsibilities included conducting 3 hours per week of classroom sessions (lecture and facilitated discussion), performance assessment, as well as one-on-one coaching/tutoring. Final quarter instructor evaluations were in top decile.

Sun Microsystems
Senior Software Test Engineer

Menlo Park, CA
2002-2004

User interface test lead for the successor to the Cobalt Qube web-based server management platform. Technical and style editor for all Intel/x86 QA test documentation. Led user interface testing for the Sun Streaming Server's web-based administrative interface. Technical and style editor for the *Sun V60/V65x Linux Installation Guide*.

Danger, Inc.
Senior Software Test Engineer

Palo Alto, CA
2001-2002

Test engineer on the original Danger Hiptop/T-Mobile Sidekick, a Java-based cellphone/PDA hybrid device. Worked on behalf of the design director to enforce and improve UI standards across applications. Acted as test lead for the device's web browser, to do, notes, and camera applications. Submitted more than 600 bug reports with a focus on usability and user interface consistency, of which over 90% were fixed.

Taught classes to half of Danger's staff on user-centered bug reporting. These classes markedly improved internal bug reporting quality, and received rave reviews from marketing, engineering, and management participants. Received Danger's employee recognition award.

Eazel, Inc.
Senior Software Test Engineer

Mountain View, CA
2000-2001

Recruited by Eazel's UI designer to lead testing for Eazel's Nautilus file manager, a core component of the GNOME desktop for Linux. (Eazel was a company formed by the original creators of the Macintosh dedicated to bringing consumer-level usability to Linux; e.g. I worked closely with Andy Hertzfeld as the test lead for his features.)

Organized and led open source community "bug hunting" days, to mentor Nautilus users in submitting developer-friendly bug reports and performing thorough bug verifications. Recruited and mentored junior software testers. This start-up ultimately closed after exhausting its funding in the dot-com crash; I ended up being both the initial and final QA team member.

Netscape Communications Corp.
Senior QA Engineer

Mountain View, CA
1997-2000

Tested the Mozilla web browser front-end, with focus on copy/paste, imaging, help, drag & drop, and selection. Pre-screened, decomposed, authored, and verified hundreds of bugs. Cited in *New Architect* magazine for jump-starting open source QA participation. Wrote the *Mozilla Bug Writing Guidelines*, which has since become a standard bug reporting tutorial adapted and recommended by hundreds of software organizations, such as NASA, Sun, SGI, and the Apache project.

QA lead for Netscape Communicator 4.5's rewritten User Profile Manager utility, with an emphasis on improving user experience polish. Authored and updated several top-ranked tech notes for Netscape's public technical support knowledge base.

Apple Computer, Inc.
Software Test Engineer

Cupertino, CA
1996-1997

Responsible for testing the Mac OS 8 Appearance Manager, as a member of the Human Interface Technologies team. Discovered hundreds of visual appearance bugs, resulting in bug fixes and/or third-party developer notifications. Successfully advocated for improvements to the Mac OS 8 user interface through heuristic evaluation.

HOBBIES

Own and operate Prometheus Music, an award-winning publisher of space and science-fiction themed music used across planetariums, museums and classrooms worldwide. Tracks from our most recent release, *To Touch the Stars*, were licensed by NASA for their Emmy award-winning SCI Files educational television series, and played by NASA as wake-up music on Mars for the Opportunity rover (Sol 20).

Apollo 11 astronaut Buzz Aldrin has endorsed this album after being moved to tears on national television, quoting its lyrics.