

## David Batten [davidmbatten@yahoo.com](mailto:davidmbatten@yahoo.com)

### SUMMARY

- Lead User Experience / Human Factors professional with over 23 years' experience in Usability/Human Factors/ Accessibility for Software and Hardware Systems
- Expertise in User Research, Interaction Design, Information Architecture, and UX Strategy including end to end experience with all aspects of research (study design, recruiting, moderation, analysis, reporting) as well as extensive hands-on experience with lab-based user testing, A/B testing, card sorting, tree testing, remote testing, paper prototype testing, interactive prototype testing, concept testing, field research, and survey design
- 13 years of experience at IBM ensuring usability, accessibility, visual layout, functional specification, and positive end-to-end user experience (UX) for stand-alone and web-based enterprise software applications including AIX system management, SAN storage management and Networking system management/configuration tools
- 3 years' experience at The University of Texas at El Paso acting in the capacity of Usability Architect/Web UI Design/IA (Official title Director of Web Content Compliance)
- 2 years' experience as VP User Research & Insights at Citibank, Jacksonville, FL
- UX Research Department Head at (Agency) Tekzenit, in Irving, Texas
- Currently Sr. UX Researcher at Dell's Design Center of Excellence
- Extensive UX experience includes Requirements Gathering, Competitive Analysis, Focus Group/Brain Storming, US 508 & W3C Compliance, UCD/UE, Usability Testing Style Guide Creation, Low Fidelity Prototyping, and Wire framing

### Online Resources

- Online Portfolio: <http://davidbatten.yolasite.com/>
- LinkedIn Profile: [linkedin.com/in/davidmbatten](http://linkedin.com/in/davidmbatten)
- Research Overview:  
<http://davidbatten.yolasite.com/resources/Research%20UX%20Research%20Overview.pdf>
- UX Design Overview:  
[http://davidbatten.yolasite.com/resources/UX\\_Case\\_Studies%20\(1\)%20%20Copy.pdf](http://davidbatten.yolasite.com/resources/UX_Case_Studies%20(1)%20%20Copy.pdf)

### Accomplishments

- Michael Dell Excellence Award (Dell, 2017)
- Established Tekzenit 's first usability laboratory & responsible for staffing newly created Department
- Designed & Supervised 31 usability tests along with 18 research literature reviews in 10 months in order to impact both SMB and Enterprise clients
- Established NPS comments analysis protocol across Citibank web properties
- Increased UTEP Home Page Hit rate by 333% through user centered information Architecture and content relevance; enrollment increase 9.9% Developed and published IBM technical whitepaper on 'system hardening' for AIX operating system security.
- Acted as PR/Technical Representative for IBM's "Web based System Manager" at client workshops in Toronto, Phoenix, San Jose, and Seattle.
- IBM AIX Redbook contributor, 5L, 5.1, 5.2.
- Presenter at IBM 2003 "Make it Easy" Conference a topic "End to End UCD work on pSeries Information and Capacity on Demand"
- Designed interface for IBM's first web configurable networking product, the IBM 8210 Multiprotocol Switched Services Server (MSS). ,

### **EDUCATION • BA Psychology (concentration in Experimental Psychology) with a Minor in Cognitive Science** from North Carolina State University, Raleigh, NC • **Completion of all graduate courses required for PhD in Human Factors Engineering,**

North Carolina State University, Raleigh, NC (1997). Concentration in Industrial Engineering and Statistical analysis. Research area: Redundantly coded visual information and performance impacts

- **IBM Leadership Excellence Education** (completed 06/15/04) **TECHNICAL SKILLS**
- MS Office
- Balsamiq Wire framing AIX 5.xx System Configuration
- Tobii Eye tracking

- User Zoom
- Think Tank Collaborative SW
- Morae Studio
- Optimal Workshop

## PROFESSIONAL EXPERIENCE

### Dell Design Center of Excellence

Aug 2017-Present

#### Sr. UX Researcher

- Dedicated to DCX Strategy and Dell's B2B Premier Space

#### Duties

- Research vendor and tool sourcing and management
- Premier and Strategy Research Roadmap creation, research design and execution
- Survey design, execution, and analysis
- Taxonomic Research in relation to Navigation
- Marketing resonance studies
- Creation and maintenance of UX archival research studies, aka "White Papers" (compile and publish papers on UX topics found in Baymard, Nelson-Norman, etc)
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### Group1200 Media

#### Senior UX Architect and Researcher

2015 – 2016

- Company UX Research Roadmap creation and execution
- Company UX Strategy creation
- UX Research test design, execution and analysis
- UX Research survey design and analysis including NPS and SUS
- UI/UX wire framing Highlights
- Created the first UX Research Roadmap for Group1200 Media / FUNimation that was adopted by upper management
- Created the first UX Strategy document for Group1200 Media
- Designed & analyzed massive UX research baseline website study in UserZoom utilizing such metrics as NPS, SUS, click tracking, heat maps, first click analysis, qualitative and quantitative metrics.
- Wire frame / UX for the Group1200 responsive mobile website

### Tekzenit, Inc (A full service agency)

#### Head of User Research & Research Principle

2013-2014

#### Process Implementation

- Standardized UX Research Reporting format
- Created UX Research report repository
- Standardized UX Research testing documentation

#### Usability Testing

- Headed UX Research for SMB and Enterprise clients
- Conducted and reported on over 18 research activities including eye tracking studies, Heuristic reviews, Prototype testing and one on one lab testing Department Creation
- Created Tekzenit UX research department including staffing and laboratory specifications

#### Accessibility Compliance

- Created reporting/tracking template for accessibility assessment of UI visual elements for Enterprise client
- Conducted accessibility research on UI visual elements

#### Archival Research

- Produced 21 internal white paper documents pulling together outside academic research on topics to influence good visual and interactive design

### Citibank (Global Consumer Internet and Mobile)

## **VP User Research and Insights (Strategic Research)**

**2011-2013**

### Process Implementation

- Developed and implemented area wide process for creation and approval of usability testing prototypes to ensure adherence to design standards, legal and compliance processes and usability requirements.
- Developed analysis process and standardization of outputs for Net Promoter Score (NPS) survey comments to enhance the understanding and adoption of score results and to provide actionable inputs into the internal business change process.

### Usability Testing

- Utilized hybrid usability testing methodology to gather extensive quantitative data as well as representative qualitative data to make the most of usability testing monies.
- Designed and managed multiple usability tests for the redesign of the customer facing Global Dashboard for US and foreign markets. Interfaced with US and International business units to ensure comparable outputs. Managed vendors for any outsourced usability testing.
- Created extensive heuristic reviews of redesigned Global Payments and Transfers to provide input for changes prior to usability testing. Designed and managed usability tests for Global Payments and Transfers. Managed vendors for any outsourced usability testing.
- Designed and implemented baseline usability test for Citi external website. Created testing scenarios and implemented usability test in User Zoom as well as provided detailed analysis and reporting of findings.
- Designed and implemented usability tests for various smaller usability projects including Mobile Apps and Mortgage website redesign.

### Archival Research

- Lead researcher/analyst for NPS survey comments.
- Lead researcher/analyst for Mobile App (phone and tablet) reviews. This includes social media app reviews found on respective app storefronts as well as competitor (BoA, USAA, Chase).

## **The University of Texas at El Paso**

### **Usability Architect/UI/UX/IA (Director of Web Content Compliance)**

**2007 – 2010**

- Advised and provided education and training for entities within the university about usability, the User Experience and accessibility 'best practices' in order to further the goal of Usability Institutionalization.
- Increased ADA and Texas Administrative Code (TAC) compliance for UTEP web page portfolio, and created ADA compliance materials for UTEP compliance office (US Section 508/W3C compliance)
- Provided Professional Usability support for University Wide internet and intranet websites along with internal and external web applications; ensured that branding guidelines and research based design best practices were documented and clearly conveyed to content owners; provided visual design/usability comps/prototypes to development teams.

### **Highlights**

- Architected navigational structure and interaction models for top tier pages to comply with user expectations while taking into consideration resource constraints.
- Refreshed the visual aspect of UTEP web pages by suggesting newer technologies (.NET upgrades, file format standardization) and industry best practices (graphics formats and file sizes).
- Applied research based User Centered Design methodologies to new web page creation and existing page retrofit, while remaining sensitive to the unique socio-economic needs of the El Paso/Mexico border region; including informal focus groups, surveys, review of call center logs and review of user issues conveyed by email.
- Increased viewership of UTEP home page by 367% (peak) and 321% (average), from 52K per month to 191K (peak) and 161K (average) respectively
- Contributed to the 9.9% rise in enrollment (2007-2010) through easily accessible information and various promotional web pages
- Identified informational gaps in UTEP outward facing web pages and filling those gaps utilizing limited matrixed resources
- Acted as change agent to facilitate individual colleges/schools to seek out and hire personnel to take over PR and webmaster responsibilities (specifically College of Engineering, Business Administration and the School of Nursing) in lieu of Information Technology and University Communications

## **INTERNATIONAL BUSINESS MACHINES, INC. (IBM)**

**1993 - 2005**

### **2004 - 2005 Advisory Human Factors (Usability) Engineer, IBM Tucson Design Center**

- Provided user-centered design support for IBM Enterprise 'Total Storage' DS6000 and DS8000 systems, including wire frame modeling and UI design specifications working in conjunction with IBM Israel, Romania and Tucson development groups.
- Managed all design documentation for the first release of the IBM DS6000 and DS8000 Enterprise storage systems (Storage Area Network devices).

#### **Highlights**

- Participated in IBM's corporate wide strategy for hardware virtualization.
- Strategized and drove the IBM Austin 'Virtualization' Focus Group sessions which provided user survey results, cognitive walkthrough results, user profile results and customer priorities into IBM's 'Virtualization direction' for the pSeries product line.
- Division representative to the IBM Corporate User Engineering Advisory Council which drives solid Human Factors design processes into the corporate structure.

## **INTERNATIONAL BUSINESS MACHINES, INC. (IBM)**

### **1999 - 2004 Advisory Human Factors (Usability) Engineer, IBM AIX Product Development**

- UI design/application owner and HF lead for multiple application development projects within the IBM AIX system management suite of tools; worked across disciplines and divisions to ensure consistent taxonomies and interaction methods. Led user research for owned applications, web based applications and web pages.
- Managed Usability/User Experience processes during the product develop life cycle for several pSeries system management applications.
- Planned, costed, moderated, and summarized usability studies and requirements gathering for IBM Power Systems including formal focus groups and formal usability lab testing.
- Managed and facilitated collaborative effort between AIX (pSeries, Austin TX) and AS/400 (iSeries, Rochester MN) to engage in teamed study of customer needs for hardware virtualization (via software). Responsible for designing, costing, and moderating those IBM Austin focus groups as well as presenting those results to upper management and development.
- User Experience Lead for pSeries 'eFix Manager'; an internet based electronic software/firmware update/patch tool. Drove 'eFix Manager' tool into the development plan due to overwhelming customer response to the proposal. Planned, developed, and facilitated customer requirements gathering activities in order to provide clear and concise requirements for development.

#### **Highlights**

- Tapped by executive management (Director of Marketing, Director of AIX development) to act as User Experience Lead for two Enterprise software offerings (Capacity on Demand and Cluster Systems Management). Directed user research, usability, and applied user centered methodologies and HCI principles to effectively define, design and develop optimal site architectures, and interface functionality
- Performed competitive assessment of Solaris Management Console to AIX Web-Based System Manager, identified areas for IBM product improvement, drove those improvements into the IBM-wide Functional Input Tracking System (FITS) and presented results to 3rd and 4th line management.
- Division representative to the IBM Corporate User Engineering Advisory Council which drives solid Human Factors design processes into the corporate structure.
- User Experience Lead for AIX 'install' functionality. Drove customer requirements from user research into 'install' enhancement plans.
- Nominated by upper management (Director of AIX Development) into IBM's corporate "Leadership Excellence" program for future technical and managerial leads. Completed all required 162 hours of coursework and graduated with class number 52.
- Created guideline documentation for development of AIX command-line creation, MAN page creation, and icon creation in response to management's direction to standardize processes.
- Envisioned and developed external technical whitepaper on 'system hardening' for AIX operating system security. Facilitated cross-functional team collaboration between IBM Austin development, Dallas technical sales staff and South Africa customer engineers in order to provide solid best practices for securing the operating system without use of third party software.
- PR/Technical Representative for IBM's "Web-based System Manager" at client workshops in Toronto, Phoenix, San Jose, and Seattle.

- Led the IBM Toronto design teams' development of Web-based System Manager flash demonstration utilized at client workshops as a selling point for the operating system.
- Technical contributor to 'AIX 5L', 'AIX 5.1', and 'AIX 5.2' Redbooks.
- Provided UCD and UI Design support to AIX development including, System Management Interface Tool Text Interface (SMITTY), Hardware Management Console (HMC), AIX Install, and Web-based System Manager.
- Managed and coordinated workflow and deliverables between cross-functional teams. Directed user research, usability, and user centered methodologies and HCI principles to effectively define, design and develop optimal User Interfaces and Web Sites.
- Managed and coordinated graphics creation and implementation between Austin Development, Austin UCD, and Toronto Visual Design Lab. Created standardized graphics request template to facilitate efficient communication between Austin and Toronto Development.