

David M Batten
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[Online Portfolio](#)

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USABILITY HUMAN FACTORS UX RESEARCH

UX EXPERIENCE

Remote and Lab UX Research & Testing
Competitive Analysis
Usability Benchmarking
Focus Group/Brain Storming
US 508 & W3C Compliance
Style Guide Creation
Wire Framing

Leadership Experience

Division UX Rep to IBM Corporate UX Council
Director UTEP Web Usability/Accessibility
Leadership Excellence Training
IBM Cross Divisional UX Lead
Research Department Head
Dell Sr UX Researcher

Managerial Experience

Product Team Lead (IBM)
University Director (UTEP)
Head of Research (Tekzenit)
VP User Experience (Citibank)

Skills / Tools

Balsamiq Wire framing
Tobii Eye Tracking
User Zoom
UserTesting.com
Think Tank Collaborative SW
Morae Studio
Optimal Workshop
Qualtrics

PUBLICATIONS

'International Journal of Industrial Ergonomics'—"Optimal Viewing Angle for Touch Screen Displays: Is There Such a Thing?" 22, 242-35

Patent published (IBM) Application US20030217132 – "System and method for remotely managing a computer system by a wireless communications device"

Numerous IBM Internal Publications
IBM Technical Redbook Contributor

EDUCATION

Human Factors/I.E.Ph.D.
(Coursework Completed)
BA Experimental Psychology,
Minor Cognitive Science
North Carolina State University

SUMMARY

Lead User Experience Professional/Researcher Since 1993.

Expertise encompasses User Research, Interaction Design, Information Architecture, and UX Strategy. This includes 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 and remote user testing, A/B testing, card sorting, eye-tracking, tree testing, remote testing, paper prototype testing, interactive prototype testing, concept testing, field research, and more.

CAREER HISTORY

Sr. UX Researcher | **Dell** | Round Rock, TX | 2017 - Present
UX Researcher/Architect | **CyberSponse** | Plano, TX | 2016 - 2016
Sr. UX Architect/Researcher | **Group1200 Media** | Flower Mound, TX | 2014-2016
Head of User Research | **Tekzenit, Inc.** | Irving, TX | 2013 - 2014
VP User Research & Insights | **Citibank** | Jacksonville, FL | 2011 - 2013
Director – Web Content | **University of Texas at El Paso** | 2007 – 2010
Advisory Human Factors Engineer | **IBM** – Tucson Design Center | Tucson AZ | 2004 – 2005
Advisory Human Factors Engineer | **IBM** – AIX Sys. Development | Austin TX | 1999 – 2004 Staff
Human Factors Engineer | **IBM** – D&ID | RTP NC | 1995 – 1999
Pre-Pro Human Factors Engineer | **IBM Store Systems** | RTP NC | 1993 – 1995

SELECTED ACCOMPLISHMENTS

Sr UX Researcher for Dell's Premier B2B website; Michael Dell Excellence Award (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 for Tekzenit, LLC.

Established NPS comments analysis protocol across Citibank web properties

As Director of Web Content Compliance and Usability, I 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 white paper 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 Technical 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, IBM 8210 Multi access Switched Services Server (MSS); Release 1.0 Grand Winner at the Atlanta Network Expo/INTEROP in 1996, and the Best of Show at the Paris INTEROP in 1996

CORE VALUES

A career is something that should be self-satisfying, educational and produces tangible results; in that order.

PORTFOLIO & OVERVIEWS

[Online Portfolio](#)

[LinkedIn](#)

[Selected Case Studies](#)

[Streaming Site Benchmarking Study](#)

[Research Overview](#)

REFERENCES Provided Upon Request