

GARY GEISLER

User Experience Research & Design

ggeisler@gmail.com • 512.786.7004

ggeisler.com

RESEARCH AREAS

Digital Libraries

Human-Computer Interaction

Digital Multimedia

RESEARCH & TECHNICAL SKILLS

- Lab- and field-based user research methods
- Qualitative and quantitative data analysis
- Statistics / Synthesize, summarize, present findings
- Rapid prototyping / Wireframes, mockups, sitemaps
- HTML5 / CSS / JavaScript / jQuery
- Ruby / Ruby on Rails / Drupal / Git
- SQL and database design / MySQL
- Responsive design / Visual design

PROFESSIONAL EXPERIENCE

User Experience Researcher & Designer, Stanford University, Palo Alto, CA [2012-present]

Conducted user research and designed and developed digital library products for Stanford University Libraries and the Revs Program at Stanford. Interviewed users, performed competitive analysis, extracted and prioritized user needs, designed information architecture (concept models, personas, sitemaps, wireframes), and did front-end development (Ruby on Rails) and visual design.

Assistant Professor, University of Texas at Austin, School of Information [2006-2011]

Managed multiple research projects, conducted user research, published and presented on research findings. Developed and taught six courses, supervised and advised doctoral and master's program students, served on academic committees, peer reviewed academic journals and conferences.

Assistant Professor, Simmons College, Boston, MA [2003-2006]

Wrote grant proposals, managed research group, and conducted user research on digital video. Developed and taught three courses in the Graduate School of Library & Information Science, advised students, served on academic committees, peer reviewed academic journals and conferences.

Research Fellow, Sony Computer Science Laboratory, Tokyo, Japan [Summer 1999]

Conducted research in Sony's CSL Interaction Laboratory, sponsored by a National Science Foundation fellowship. Collaborated with Sony researchers on a Web-based visualization project.

Software Engineer, International Business Machines (IBM), RTP, NC [1990-1999]

Developed applications and documentation for several networking software products. Collaborated with small project teams to produce the first versions of IBM's WebSphere application server product. Wrote Java, JSP code; designed and developed sample applications that shipped with WebSphere.

RESEARCH & CONSULTING EXPERIENCE

Co-Investigator, eMicrobes: A Digital Library for Learning Infectious Diseases [2007-2012]

Led conceptual design, feature specification, information architecture, database design, and user experience design activities for a three-year NIH grant project to create a digital library for learning infectious diseases. Contributed to technical development, interaction design, and visual design of digital library. Co-authored successful grant proposal to fund project.

Co-Primary Investigator, Cultivating Digital Librarianship Faculty [2009-2011]

Co-authored successful \$978,617 Institute of Museum and Library Services (IMLS) grant proposal and co-managed four-year program to educate four full-time doctoral students to become leaders in digital librarianship. Developed program-specific graduate course, mentored doctoral students, documented and publicized program progress and activities.

Technical Consultant, Gibson, Dunn & Crutcher [2012]

Served as expert consultant in patent litigation case for Gibson Dunn client in motion picture industry. Reviewed patents and related materials, assessed litigation claims, advised on strategy.

Co-Primary Investigator, Austin Historic Survey Web Tool [2008-2011]

Collaborated with the UT School of Architecture on technical design, information architecture, and grant writing for an innovative web application that will increase accuracy and comprehensiveness of historic resource surveys, to be operated by City of Austin upon completion.

Co-Investigator, The Central Lunatic Asylum for Colored Insane [2009-2011]

Advised primary investigator from UT School of Social Work on digitization and access issues in the development of a digital library for the large collection of historic organizational records of the first public mental hospital in the U.S. for persons of African descent.

Primary Investigator, The Open Video Digital Library Toolkit [2004-2011]

Managed small project team for an open source software development project. Managed budgets, hired staff, wrote progress reports for funding agency, delivered presentations to communicate project goals and results. Conducted user needs analyses, developed conceptual design, led feature specification, information architecture, user experience design; contributed to programming and user interface design. Conducted lab- and classroom-based user research studies on completed product.

Technical Consultant, Archive of American Television [2008-2009]

Co-conceptualized project to index, at a detailed level, 600+ collection of multi-hour video interviews. Developed metadata schema, controlled vocabularies, information architecture, user experience for wiki- and XML-based indexing system. Coordinated development of customized project software.

User Experience Design Consultant, Emerson College [2006-2007]

Co-conceptualized "Comedy Gateway Project," a collection of video interviews with American comedians indexed at a detailed level to provide broad range of access points to end users. Developed information architecture and user experience design documents, including sitemap, wireframes, click-through prototype, and functional web prototype.

Technical Consultant, VidArch: Preserving Video Objects and Context [2005-2008]

Consulted on metadata schema development, cataloging, and digital video issues for National Science Foundation/Library of Congress grant project based at the University of North Carolina.

User Experience Design Consultant, iLumina Digital Library [2000-2002]

Led information architecture, user experience, and visual design of NSF funded digital library, part of larger National Science Digital Library. Conceptualized ideas for user services, such as browsing, recommendations, personalization. Wrote publications, delivered conference presentations.

Lead Developer/Designer, The Open Video Project [1999-2006]

Led user experience design and technical development of an early web-based digital video library. Designed and developed several iterations of website and database. Managed contributions and video metadata. Conducted user studies, wrote publications, delivered conference presentations.

EDUCATION**Ph.D. in Information Science, University of North Carolina at Chapel Hill** [2003]

Dissertation: *AgileViews: A Framework For Creating More Effective Information Seeking Interfaces*

Master of Science in Information Science, University of North Carolina at Chapel Hill [1998]

Thesis: *Using New Technology to Teach Art History: The Celtic Art & Cultures Project*

Bachelor of Arts in Literature/Writing, University of California, San Diego [1986]

Graduated *cum laude* · Minors: Biology and Psychology

**FEDERAL GRANTS
OBTAINED****\$87,278 · National Parks Service, U.S. Department of the Interior** [2011-2012]Co-Primary Investigator · *Austin Historical Survey Web Tool* · Preserve America program**\$25,000 · National Parks Service, U.S. Department of the Interior** [2011-2012]Co-Primary Investigator · *Austin Historical Survey MOBILE: Optimizing a Survey Web Tool for Data Collection in the Field* · National Center for Preservation Technology and Training program**\$978,617 · Institute of Museum and Library Services** [2009-2012]Co-Primary Investigator · *Cultivating Digital Librarianship Faculty: Tomorrow's Leaders in Research and Curriculum Development* · Laura Bush 21st Century Librarian program**\$413,087 · National Institutes of Health, National Library of Medicine** [2007-2011]Co-Investigator · *eMicrobes: A Digital Library for Learning Infectious Diseases* · Knowledge Management & Applied Informatics program**\$272,179 · Institute of Museum and Library Services** [2004-2009]Primary Investigator · *Digital Video Library Toolkit for Museums and Libraries with Limited Resources* · National Leadership program**OTHER GRANTS
OBTAINED****\$15,000 · Texas Historical Commission (via City of Austin)** [2010-2011]Co-Primary Investigator · *Austin Historical Survey Web Tool***\$9,000 · School of Information, The University of Texas at Austin** [2010-2011]Co-Primary Investigator · *Facilitating the Development of User-Generated Expressive Bibliographies***\$11,500 · Mike Hogg Urban Scholars Grant** [2009]Co-Primary Investigator · *Wiki Participation in Preservation Planning***\$7,200 · School of Information, The University of Texas at Austin** [2009-2010]Primary Investigator · *Development of Prototype Film Digital Library***The University of Texas at Austin** [2008]Primary Investigator · *Understanding the Information Seeking Behavior of Intended Users of a Film Digital Library***AWARDS****Writers Guild of America, Evelyn F. Burkey Award** [2011]

Awarded to the Archive of American Television project [consultant].

Interactive Media Council's Outstanding Achievement in Website Development [2010]

Awarded to the Archive of American Television project [consultant].

Texas Exes Teaching Award [2006-2007]

Awarded to an outstanding professor in each University of Texas at Austin school and college.

Vannevar Bush Best Paper Award [2003]

For best long format paper at the annual ACM/IEEE Joint Conference on Digital Libraries [co-author].

EDUCAUSE Medal Award [1999]

Awarded to the Celtic Art & Cultures Project [designer/developer].

Summer Institute in Japan Fellowship [1999]

National Science Foundation Fellowship.

PUBLICATIONS

- Feinberg, M., Geisler, G., Whitworth, E., & Clark, E. (2012). Understanding Personal Digital Collections: An Interdisciplinary Exploration. *Proceedings of the ACM Conference on Designing Interactive Systems (DIS 2012)*, 200-209.
- Crow, J., Broussard, R., Dong, L., Finn, J., Wiley, B., & Geisler, G. (2012). A synthesis of research on ICT adoption and use by medical professionals in Sub-Saharan Africa. *Proceedings of the 2nd ACM SIGHIT International Health Informatics Symposium, (IHI '12)*, 161-170.
- Geisler, G., Willard, G. & Ovalle, C. (2011). A crowdsourcing framework for the production and use of film and television data. *New Review of Hypermedia and Multimedia*, 17(1), 73-97.
- Geisler, G., Willard, G. & Whitworth, E. (2010). Crowdsourcing the indexing of film and television media. In *Proceedings of the 73rd Annual Meeting of the American Society for Information Science and Technology (ASIS&T 2010)*.
- Geisler, G. & Yontz, E. (2009). Evaluation of Field-Based Experiences and Assessment of Student Learning. Chapter 17 in Roy, L., Jensen, K., & Meyers, A.H. (Eds.), *Service Learning: Linking Library Education and Practice*. (pp. 179-184). Chicago: ALA Editions.
- Marchionini, G., Tibbo, H., Lee, C., Jones, P., Capra, R., Geisler, G., Russell, T., Shah, C., Sheble, L., Jorda, S., Song, Y., Howard, D., Clemens, R., & Hill, B. (2009). *VidArch: Preserving Video Objects and Context – Final Report*. UNC School of Information and Library Science (SILS) Technical Report TR-2009-01.
- Geisler, G. (2008). Building Blocks For Rapid Development of Information Seeking Support Systems. Position paper for National Science Foundation sponsored *Information Seeking Support Systems Workshop* June, 2008, Chapel Hill, NC.
- Geisler, G., Stenis, P., Martinez, J., & King, A. (2008). Game Scholar: Do We Need a Reference Database for Video Game Research? [poster]. *Proceedings of the 71st Annual Meeting of the American Society for Information Science and Technology (ASIS&T 2008)*, 465-469.
- Geisler, G., & Burns, S. (2008). Tagging Video: Conventions and Strategies of the YouTube Community [poster report]. *Bulletin of IEEE Technical Committee on Digital Libraries (TCDL)* 41.
- Bollen, J., Nelson, M., Geisler, G., & Araujo, R. (2007). Usage derived recommendations for a video digital library. *Journal of Network and Computer Applications*, 30(3) 1059-1083.
- Geisler, G., & Burns, S. (2007). Tagging Video: Conventions and Strategies of the YouTube Community. *Proceedings of the Joint Conference on Digital Libraries (JCDL 2007)*, 480.
- Marchionini, G., Wildemuth, B. M., & Geisler, G. (2006). The Open Video Digital Library: A Mobius Strip of Research and Practice. *Journal of the American Society of Information Science and Technology*, 57(12), 1629-1643.
- Bollen, J., Nelson, M., Araujo, R., & Geisler, G. (2005). Video Recommendations for the Open Video Project. *Proceedings of the Joint Conference on Digital Libraries (JCDL 2005)*, 369 [poster].
- Wildemuth, B. M., Yang, M., Geisler, G., Tolleson, T., Elsas, J., Luo, J., & Marchionini, G. (2004). Conceptions of Features and Semantic Clusters as Search Mechanisms: A Pilot Study. *TREC VID 2004 Notebook Paper*.
- Wildemuth, B. M., Yang, M., Hughes, A., Gruss, R., Geisler, G., & Marchionini, G. (2003). Access via Features versus Access via Transcripts: User Performance and Satisfaction. *TREC VID 2003 Notebook Paper* and *UNC School of Information and Library Science (SILS) Technical Report TR-2003-05*.

- Yang, M., Wildemuth, B. M., Marchionini, G., Wilkens, T., Geisler, G., Hughes, A., Gruss, R., & Webster, C. (2003). Measuring User Performance During Interactions with Digital Video Collections. *Proceedings of the 66th Annual Meeting of the American Society for Information Science and Technology (ASIST 2003)*, 3-11.
- Wildemuth, B. M., Marchionini, G., Yang, M., Geisler, G., Wilkens, T., Hughes, A., & Gruss, R. (2003). How Fast Is Too Fast? Evaluating Fast Forward Surrogates for Digital Video. *Proceedings of the 3rd ACM/IEEE-CS Joint Conference on Digital Libraries (JCDL 2003)*, 221-230.
- Geisler, G. (2003). *AgileViews: A Framework for Creating More Effective Information Seeking Interfaces*. Unpublished Doctoral Dissertation.
- Marchionini, G., & Geisler, G. (2002). The Open Video Digital Library. *D-Lib Magazine*, 8(12).
- Geisler, G., Giersch, S., McArthur, D., & McClelland, M. (2002). Creating Virtual Collections in Digital Libraries: Benefits and Implementation Issues. *Joint Conference on Digital Libraries (JCDL 2002)*, 210-218.
- Wildemuth, B. M., Marchionini, G., Wilkens, T., Yang, M., Geisler, G., Fowler, B., Hughes, A., & Mu, X. (2002). Alternative Surrogates for Video Objects in a Digital Library: Users' Perspectives on Their Relative Usability. *Proceedings of the 6th European Conference on Digital Libraries*, September 16 - 18, 2002, Rome, Italy.
- Geisler, G., Marchionini, G., Wildemuth, B. M., Yang, M., Hughes, A., Wilkens, T., & Spinks, R. (2002). Video Browsing Interfaces for the Open Video Project. *Proceedings of CHI 2002, Extended Abstracts*, 514-516.
- Geisler, G., Marchionini, G., Wildemuth, B. M., Yang, M., Hughes, A., Wilkens, T., & Spinks, R. (2002). Video Browsing Interfaces for the Open Video Project [video]. *CHI 2002 Video Proceedings*.
- McClelland, M., McArthur, D., Giersch, S., & Geisler, G. (2002). Challenges for Service Providers when Importing Metadata from Digital Libraries. *D-Lib Magazine*, April.
- Geisler, G., Marchionini, G., Nelson, M., Spinks, R. & Yang, M. (2001). Interface Concepts for the Open Video Project. *Proceedings of the Annual Conference of the American Society for Information Science*, 58-75.
- Efron, M., & Geisler, G. (2001). Using Dimensionality Reduction to Improve Similarity Judgements for Recommendation. *Proceedings of the Second DELOS Network of Excellence Workshop on Personalisation and Recommender Systems in Digital Libraries* (June 18-20, 2001, Dublin, Ireland).
- Geisler, G., McArthur, D., & Giersch, S. (2001). Developing Recommendation Services for a Digital Library with Uncertain and Changing Data [short paper]. *JCDL 2001, ACM - IEEE Joint Conference on Digital Libraries* (June 24-28, 2001, Roanoke, Virginia). New York: Association for Computing Machinery, 199-200.
- Nelson, M. L., Marchionini, G., Geisler, G., & Yang, M. (2001). A Bucket Architecture for the Open Video Project [short paper]. *JCDL 2001, ACM - IEEE Joint Conference on Digital Libraries* (June 24-28, 2001, Roanoke, Virginia). New York: Association for Computing Machinery, 310-311.
- Efron, M. & Geisler, G. (2001). Is it all about connections? Factors Affecting the Performance of a Link-Based Recommender System. In *Proceedings of the SIGIR 2001 Workshop on Recommender Systems* (September 13, 2001, New Orleans, LA).

- Geisler, G., & Marchionini, G. (2000). The Open Video Project: A Research-Oriented Digital Video Repository [short paper]. In *Digital Libraries '00: The Fifth ACM Conference on Digital Libraries* (June 2-7 2000, San Antonio, TX). New York: Association for Computing Machinery, 258-259.
- Slaughter, L., Marchionini, G., & Geisler, G. (2000). Open Video: A Framework for a Test Collection. *Journal of Network and Computer Applications, Special Issue On Network-Based Storage Services*, 219-245.
- Geisler, G. (2000). Enriched Links: A Framework For Improving Web Navigation Using Pop-Up Views. *UNC School of Information and Library Science (SILS) Technical Report TR-2000-02*.
- Marchionini, G., Geisler, G., & Brunk, B. (2000). AgileViews: A Human-Centered Framework for Interfaces to Information Spaces. *Proceedings of the Annual Conference of the American Society for Information Science*, 271-280.
- Dempsey, B. J., Wildemuth, B. M., & Geisler, G. (1999). Use of an expanding directory interface for WWW legal resources [poster]. In *Digital Libraries '99: The Fourth ACM Conference on Digital Libraries* (August 11-14, 1999, Berkeley, CA). New York: Association for Computing Machinery, 223-224.
- Geisler, G., Cervino, D. J., & Koyanagi, M. (1998). Distance Education: A Killer App? Chapter 7 in Dempsey, B. J., & Jones, P (Eds.), *Internet Issues and Applications, 1997-1998*. Lanham, MD: The Scarecrow Press, 151-175.
- Geisler, G., & Grams, E. (1998). A Little Bit About Streaming Audio. Chapter 8 in Dempsey, B. J., & Jones, P. (Eds.), *Internet Issues and Applications, 1997-1998*. Lanham, MD: The Scarecrow Press, 179-190.

SERVICE

Peer-reviewer for numerous academic journals and conferences (JCDL, CHI, HCIR, ASIS&T)

Co-chair, Program Committee for the 2009 ACM/IEEE Joint Conference on Digital Libraries (JCDL) conference

Panel reviewer for the National Science Foundation (NSF) National Science Digital Library (NSDL) grant program

Panel reviewer for the Institute for Museum & Library Services (IMLS) Laura Bush 21st Century Librarian and National Leadership Grant programs

Advisory board and task force member for the American Library Association (ALA)

AFFILIATIONS

Member of the *Association of Computing Machinery (ACM)*