

GARY GEISLER

User Experience Research & Design

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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, user experience design 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.

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.

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-based indexing system. Coordinated development of customized project software.

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.

AWARDS

Writers Guild of America, Evelyn F. Burkey Award [2011], *and* **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].

**SELECTED
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.
- 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.
- 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 ACM/IEEE Joint Conference on Digital Libraries (JCDL 2003)*, 221-230.
- Geisler, G., Giersch, S., McArthur, D., & McClelland, M. (2002). Creating virtual collections in digital libraries: Benefits and implementation issues. *Proceedings of ACM/IEEE Joint Conference on Digital Libraries (JCDL 2002)*, 210-218.

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