

Laura A. Beckwith, Ph.D.
User Experience Researcher
Curriculum Vitae
April 2013

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Research and Project Interests

I have experience in conducting UX activities in all stages of the product life cycle. My enthusiasm for user experience focuses on two overlapping areas: software which supports complex problem solving and gender differences in how users work with software.

Key Words: Human Computer Interaction (HCI); Gender HCI; End-User Programming, End-User Software Engineering.

Usability Tools: User-Centered Design, Prototyping, Interaction Design, Personas, Usability Studies (local and remote), Expert Evaluation, Cognitive Walkthroughs, Use Cases and User Scenarios, Quantitative Analysis, Participatory Design, Focus Groups

Software Tools: Microsoft Expression (Web, Blend, and Design), Photoshop, Visio, Visual Studio, MS Office

Programming Languages & Web: Java, C#, Perl, LISP, HTML, CSS (familiar with all these and can get things done, but not necessarily efficiently)

Languages (speaking): English (mother tongue), Danish (conversational)

Education

Oregon State University November 2002 – June 2007
Ph.D. Computer Science Defended: April 23, 2007
Advisor: Margaret M. Burnett Graduation: June 2007
Dissertation Topic: **Gender HCI** web: <http://eusesconsortium.org/gender/>

University of Cambridge (U.K.) April 2005 – June 2005
Visiting Researcher
Host: Alan Blackwell

Oregon State University September 2000 – November 2002
MS, Computer Science

Hobart and William Smith Colleges (Geneva, NY) September 1994 – June 1998
BS, Computer Science and Physics

Professional Experience

User Experience Consultant (HCI Researcher) March 2010 – Present
Configit A/S – Copenhagen, Denmark (March 2010-September 2010, July 2011 – Present)

- Conducted user interviews of sales people for Configit Quote

- Designed and conducted a usability study of Quote, results were integrated into the product development lifecycle
- Brought a user-centered design perspective to development of Configit ACE - an enterprise-wide configuration project with Jaguar Land Rover
 - Employed user-centered requirements gathering and documentation from primary users and key stake holders
 - Development of primary persona to guide the ACE development team
 - Interaction design and prototyping of important ACE screens
 - Design and implementation of continuous user feedback sessions
 - Requirements analysis and documentation for user-facing areas of ACE

Co-Chair PhD Consortium (October 2012 – June 2013)

- Organize and run IS-EUD's PhD Consortium located in Copenhagen, June 2013
- Review submissions for PhD consortium
- Conference: IS-EUD 2013 - International Symposium on End-User Development

Collaboration with Interaction Design – Aarhus, Denmark (April 2010)

- Collaborated with Interaction Design – Female Interaction Project

Research Expert

- Provided advice as external expert on PhD research project – Portugal (May 2010-July 2010)

Small Business Co-Owner

June 2009 – May 2010

- Planning and development phase of Punk Drugs, a small business importing anti-hangover pills to the Danish market
- Development of branding for Drunk Punk

User Experience Researcher - Visual Studio

October 2007 – November 2008

Microsoft Corp. Redmond, WA, USA

- Studied Audience: Professional Developers
- Product: New area for Visual Studio 2010 and existing features within Visual Studio
- Persona development: combined existing knowledge with new information from site visits (in person and virtual) to develop new persona. Persona developed in coordination with product team
- Direct work with product team: through web, presentations and posters in their physical environment
- Formative Usability Studies: conducted at early stages in the product development, frequently with mock-ups of the function and design ideas. The results fed back into the design for making improvements and catching early on the places where the design may break down.
- Cognitive Walkthroughs: for user experience questions with short turn around; helped product teams conduct a cognitive walkthrough of particular scenarios they intended to support with their design. These helped to raise issues that had otherwise been overlooked and could be addressed by the product team.
- Lab Studies of existing and new features: a product team with minimal user experience support had a long list of new features they wanted tested. We put together a study that addressed the highest priority items
- Site visits (virtual and in-person): both to aid in the development of a persona, but in addition to help product team members (such a product managers) understand their customers on a more personal level.
- Scenario development (for end-to-end task)

Associate Software Engineer

July 1998 – August 2000

Veramark Technologies Inc., Pittsford, NY, USA

- Programmed custom reports for software managing telecommunications within businesses
- Worked with customers to develop reports that would meet their needs
- Aided technical support department with trouble shooting help
- Designed software interfaces, tested, installation, & documentation for each project

Intern

Summer 1997, December 1997

Metropolitan Life, Warwick, RI, USA

- Developed an automated program for system and hardware analysis
- Created a menu driven, automated data entry for income statement

Teaching Experience

Instructor for CS352 – Usability Engineering

June 2006 – August 2006

Teaching Assistant (TA) for CS261 – Data Structures

March 2004 – June 2004

TA for CS160 – Computer Science Orientation

September 2003 – December 2003

Instructor for CS381 – Programming Language Fundamentals

June 2001 – August 2001

TA for CS161 – Java Programming I

January 2001 – March 2001

TA for CS381 – Programming Language Fundamentals

September 2000 – December 2000

Publications

Refereed Publications (Magazine/Journals):

1. Ko, A., Abraham, R., Beckwith, L., Blackwell, A., Burnett, M., Erwig, M., Lawrance, J., Scaffidi, C., Lieberman, H., Myers, B., Rosson, M.B., Rothermel, G., Shaw, M., and Wiedenbeck, S. The State of the Art in End-User Software Engineering, *ACM Computing Surveys*, 43(3), April 2011.
2. Beckwith, L., Burnett, M., Wiedenbeck, S., and Grigoreanu, V. Gender HCI: What About the Software? *IEEE Computer*, November 2006, 83-87.

Refereed Conference Publications:

3. Beckwith, L., Inman, D., Rector, K., and Burnett, M. On to the Real World: Gender and Self-Efficacy in Excel. In *Proceedings of IEEE Symposium on Visual Languages and Human-Centric Computing Languages and Environments*, Couer d'Alene, Idaho, September 2007, 119-126.
4. Subrahmaniyan, N., Kissinger, C., Rector, K., Inman, D., Kaplan, J., Beckwith, L., and Burnett, M. Explaining Debugging Strategies to End-User Programmers. In *Proceedings of IEEE Symposium on Visual Languages and Human-Centric Computing Languages and Environments*, Couer d'Alene, Idaho, September 2007, 127-134.
5. Grigoreanu, V., Beckwith, L., Fern, X., Yang, S., Komireddy, C., Narayanan, V., Cook, C., Burnett, M., Gender Differences in End-User Debugging, Revisited: What the Miners Found. In *Proceedings of IEEE Symposium on Visual Languages and Human-Centric Computing Languages and Environments*, Brighton, England, September 2006, 19-26.
6. Beckwith, L., Kissinger, C., Burnett, M., Wiedenbeck, S., Lawrance, J., Blackwell, A., and Cook, C. Tinkering and Gender in End-User Programmers' Debugging. In *Proceedings of ACM Conference on Human Factors in Computing Systems (CHI'06)*, Montreal, Canada, April 2006, 231-240.
7. Beckwith, L., Sorte, S., Burnett, M., Wiedenbeck, S., Chintakovid, T., and Cook, C. Designing Features for Both Genders in End-User Programming Environments. In *Proceedings of IEEE Symposium on Visual Languages and Human-Centric Computing Languages and Environments*, Dallas, TX, September 2005, 153-160.
8. Phalgune, A., Kissinger, C., Burnett, M., Cook, C., Beckwith, L., and Ruthruff, J. Garbage In, Garbage Out? An Empirical Look at Oracle Mistakes by End-User Programmers. In *Proceedings of IEEE Symposium on Visual Languages and Human-Centric Computing Languages and Environments*, Dallas, TX, September 2005, 45-52.
9. Beckwith, L., Burnett, M., Wiedenbeck, S., Cook, C., Sorte, S., Hastings, M., Effectiveness of End-User Debugging Software Features: Are There Gender Issues? In *Proceedings of ACM Conference on Human Factors in Computing Systems (CHI'05)*, Portland, Oregon, April 2005, 869-878.
10. Beckwith, L. and Burnett, M., Gender: An Important Factor in End-User Programming Environments? In *Proceedings of IEEE Symposium on Visual Languages and Human-Centric Computing Languages and Environments*, Rome, Italy, September 2004, 107-114.
11. Ruthruff, J., Phalgune, A., Beckwith, L., Burnett, M., and Cook, C., Rewarding Good Behavior: End-User Debugging and Rewards. In *Proceedings of IEEE Symposium on Visual Languages and Human-Centric Computing*, September 2004, 115-122.

12. Robertson, T., Prabhakararao, S., Burnett, M., Cook, C., Ruthruff, J., Beckwith, L., and Phalgune, A. Impact of Interruption Style on End-User Debugging. In *Proceedings of ACM Conference on Human Factors in Computing Systems (CHI'04)*, Vienna, Austria, April 2004, 287-294.
13. Wilson, A., Burnett, M., Beckwith, L., Granatir, O., Casburn, L., Cook, C., Durham, M., and Rothermel, G., Harnessing Curiosity to Increase Correctness in End-User Programming. In *Proceedings of ACM Conference on Human Factors in Computing Systems (CHI'03)*, Ft. Lauderdale, FL, April 2003, 305-312.
14. Beckwith, L., Burnett, M., and Cook, C., Reasoning about Many-to-Many Requirement Relationships in Spreadsheet Grids, In *Proceedings of IEEE Symposium on Human-Centric Computing Languages and Environments*, Arlington, VA, September 2002.

Lightly Refereed Publications:

15. Beckwith, L., Chintakovid, T., Wiedenbeck, S., and Burnett, M., Mining Qualitative Behavioral Data from Quantitative Data: A Case Study from the Gender HCI Project. In *Proceedings of Psychology of Programming Interest Group*, Brighton, U.K., June 2005.
16. Beckwith, L., Burnett, M., Sorte, S., Gender and End-User Computing. In *Encyclopedia of Gender and Information Technology*, Information Science Publishing, 2006.

Student Conference Events:

17. Beckwith, L., Gender HCI Issues in Problem-Solving Software, Doctoral Consortium, *Grace Hopper Conference for Women in Computing*, San Diego, CA, October 2006.
18. Beckwith, L., Gender HCI Issues in Problem-Solving Software, Doctoral Consortium, *ACM Conference on Human Factors in Computing Systems (CHI'05)*, Portland, OR, April 2005.
19. Beckwith, L., Gender HCI Issues, In *IEEE Symposium on Visual Languages and Human-Centric Computing Languages and Environments*, Graduate Student Consortium: Programming for the Educationally Disadvantaged, Auckland, New Zealand, October 2003.
20. Beckwith, L., End User Requirement Specification for Spreadsheets, In *IEEE Symposium on Human-Centric Computing Languages and Environments*, Special Event: Children's Programming Odyssey, Stresa, Italy, September 2001.

Invited Talks:

Gender HCI – May 2010, University of Minho, Portugal

Gender HCI – Spring 2008, Evergreen State College

Gender HCI – December 2006, IT University, Copenhagen, Denmark

Gender HCI: What About the Software? – August 2006, Microsoft Research Cambridge, England.

Women@CS – June 2005, Cambridge University, Cambridge, England. (Presentation on Gender HCI)

CRA-W Graduate Cohort 2005 (February) – San Francisco, CA. (Presentation on Effective Communication) I was invited to this event for new graduate students as a senior graduate student to provide perspectives on communication's role in my success as a graduate student.

Leadership/Service

Mentoring:

High School Apprenticeships in Science and Engineering

Michelle Hastings	Summer 2004
Sienna Hiebert	Summer 2005

CRA-W Distributed Mentor Program

Ledah Casburn	Summer 2002
Aye Thuzar	Summer 2004

Other Service:

Graduate Representative on Faculty Hiring Committee	January 2005 – March 2005
VP CS Graduate Student Association	June 2001 – June 2002
Meals on Wheels – Bringing warm meals to homebound individuals	2002-2005

Awards/Membership

Student scholarship to attend Grace Hopper in San Diego, CA, 2006

Upsilon Pi Epsilon (Computer Science honor society). Elected Spring 2004 at Oregon State University

Received Physics Department Award for exemplary senior in physics, 1998

Hellen Millard Baer Scholarship, given in memory of a chemistry professor and awarded to chemistry or other science student, 1997-1998

Received Physics Department Award for “Freshman Showing Promise,” 1995

References

Available upon request