

Diana Harrelson Hubbard
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ACADEMIC PREPARATION

<u>Institution</u>	<u>Major</u>	<u>Degree</u>	<u>Date</u>
University of North Texas	Interdisciplinary Information Science	Ph.D.	2016
University of North Texas	Applied Anthropology	M.S.	2010
University of North Texas	General Studies	B.A.	2006
Collin College	InterMedia Arts	Certificate	2002
Collin College	Photography & Graphic Design	A.A.	1999

TEACHING AND PROFESSIONAL EXPERIENCE

Teaching

University of Texas at Dallas 2019

Course Designer and Lecturer for Design Research Methods

Designed the curriculum for and taught Design Research Methods in the School of Arts, Technology, and Emerging Communications as a required course for design students. This was a required introductory course that provided opportunities to learn qualitative and quantitative methods for both generative and evaluative research through an applied class project.

University of North Texas 2018

Guest Lecturer on Design Anthropology

Provided insight into what a design anthropologist does professionally and how to apply their anthropological knowledge and training in the business world.

SAP 2018 – 2019

Lecturer on Data Driven Design and Design Life Cycle

Instructed business consultants on data driven design processes and methodologies as well as the entire design life cycle from design thinking workshops through design conception to design implementation as well as inclusive design concepts.

IBM 2016 – 2018

Lecturer on User Research Methodology

Instructed business professionals on research methodology, analysis, synthesis, and application.

University of North Texas 2010

Guest Lecturer on Qualitative Methods

Instructed students on how to conduct qualitative research and how to analyze it through tools like Atlas.ti.

SoftLayer 2009 – 2016

Lecturer on User Experience Design – Processes and Methodology

Instructed business professionals on what user experience design is, how it works, how to utilize UXD professionals and their services and how doing so can help make software development easier.

HRSmart 2008
Lecturer on Information Architecture and Navigation Systems
Instructed business professionals on information architecture best practices outlining navigation system use cases and how providing a task based navigation system would be best for their SaaS.

JCPenney's 2002 – 2006
Lecturer and Course Developer on Computer Basics and Wiki Usage
Instructed business professionals in classes on basic computer use and how to use web based applications. Instructed copywriters how to utilize a Wiki system to improve their workflow and increase consistency across our marketing materials.

SystemID | Informatix 2002
Lecturer and Course Developer on Time and Project Management
Designed, developed, and taught a course to phone representatives on time and project management techniques.

3DFX 2000
Lecturer & Course Developer on Macintosh Systems
Taught phone representatives how to troubleshoot video cards and video card software on Macintosh based computer systems. Technology presenter at MacWorld New York, 2000. Designed and developed a course and software tutorial on how to troubleshoot Macintosh systems.

Stream International (Apple Contract) 1997 – 1998
Lecturer and Course Developer on Knowledge Bases and Macintosh Systems
Taught phone representatives how to setup their workstations for optimal productivity, time management, how to properly search knowledge bases, and finally how to trouble shoot Macintosh based computer systems for both hardware and software issues.

Professional

Design Consultant | User Experience Designer | User Experience Researcher at SAP 2018 – Present

- Owner of Design for SAP Innovation Services which entailed establishing design processes including providing which assets we would deliver when as well as task scoping, and sizing for our consultant teams.
- Conducted research and worked directly with customers to understand their business practices and how Blockchain and other edge technologies (Internet of Things, Artificial Intelligence, Machine Learning and more) can improve their internal systems as well internal and external user experience.
- Designed interfaces to surface Blockchain content and provide access to the shared data establishing both trust and transparency among consortia.
- Facilitated Design Thinking & Application Design workshops with business and end-users to surface use-cases and provide opportunities for those who would be using our applications to have a direct impact on them.
- Project Manager and subject matter expert for an organization-wide Knowledge Management initiative

Head of Strategic Insights Research for Infrastructure and Platform at IBM Public Cloud 2017 – 2018

- Led the strategic insights research team for the entire public cloud platform that included both infrastructure and platform as a service
- Designed and implemented ongoing exploratory, generative, and evaluative research studies
- Conducted in-person and remote interviews, talk-aloud prototype walkthroughs, card sorts, crafted surveys, utilized tools such as Amplitude, Fullstory, Invision, Sketch, Omnigraffle, and more
- Subject Matter Expert and Lead Design Consultant in Identity and Access Management (IAM) and Business Systems Support (Accounts and Billing), Tagging, and Information Architecture including Navigation

- Helped drive strategic design and development decisions with research data which informed recommendations and ongoing support throughout our agile design and development process for our IBM Cloud Customer Platform
- Created, led, and mentored the IBM Cloud (public) research team in research study design, implementation, and analysis
- Started the IBM Cloud Testing Network of industry experts utilized for user testing our very domain specific technology

Senior User Experience Designer at SoftLayer [2010] | Design Lead at IBM [2016] 2009 – 2018
(Formerly The Planet [2009])

- Led a team of user experience/product designers for identity and access management and business systems support projects including implementing the first fine-grained access control and unified user management systems for IBM Cloud
- Designed and implemented user-friendly interfaces and interactions for customer portal applications to manage Infrastructure as a Service (IAAS) and Platform as a Service (PAAS) capabilities on web, mobile, and tablet as well as multiple individual tools used for server and data management, which decreased tool complexity and increased SoftLayer user productivity
- Conducted user research via on-site visits through contextual inquiry, virtual feedback including forums and social media, surveys, and phone interviews to gather data on how users used our systems to inform us with first-hand knowledge on how to improve them
- Worked in an agile squad/tribe/guild environment from multiple US and international locations with teams based in Dallas, Austin, Houston, Raleigh, Phoenix, Toronto, London, and Berlin
- Awarded an Outstanding Technical Achievement Award (OTAA)

Anthropologist | Information Scientist | Ethnographer 2013 – 2016

- Conducted ethnographic research on parents gathering their opinions, thoughts, beliefs, and behaviors concerning assessment of video game content for their children
- Collected data through 30 in-home and virtual interviews of 45 participants supplemented by photographs of the home and screens shots of digital artifacts for analysis
- Conducted inductive qualitative analysis to surface patterns on parental information behavior, parental understanding and use of video game self-regulation, and parental need for or want of video game legislation
- Forged a model on parental information behavior based on the data analysis
- Completed this research for my dissertation as a requirement for my Ph.D. in Information Science from the University of North Texas

Project Leader | Digital Ethnographer at Alterian 2011

- Conducted digital ethnographies and moderated focus groups
- Produced and presented deliverables to clients outlining how people thought/felt/believed and why they did so, then provided recommendations to improve their products/processes based on these findings
- Managed an ad-hoc online community of high level thinkers that provided a brain-trust for clients to consult with on important projects

Anthropologist & Contributor to the Fedora Project 2009 – 2010

- Conducted exploratory anthropological research into the online open source development community as part of my master's thesis on how to maintain, sustain, and grow it
- Designed, implemented, and carried out the research which involved virtual and in-person ethnographic research as well as interviews and surveys of over 100 contributors who provided valuable insights on how and why people participate in open source projects
- Analyzed collected data using inductive methods and surfaced key themes that could help the project grow and thrive in a competitive open source environment

- Reported to the community and the project sponsor research results via conference presentation and simplified electronic rundowns of the research and recommendations on how to use them for their benefit

Usability & Interface Engineer at HRsmart

2008 – 2009

- Redesigned an entire software as a service application from the ground up implementing user friendly system interfaces and interactions for a talent management system, which reduced time to complete tasks by over 50%, time spent searching by over 60%, and time to navigate the system by over 80%
- Conducted user research via participation in training sessions and participant observation with clients
- Worked virtually with an international team of people from Argentina, Canada, Lebanon, and the Philippines
- Awarded the Creativity and Ingenuity award

Information Architect at imc2

2007 – 2008

- Worked directly with clients to needs through the development of wireframes, sitemaps, and workflows allowing for faster site and web application development based on sound information architecture principles
- Helped clients improve their products through user research including card sorts, competitive analysis, and development of data based personas
- Presented materials to clients such as EDMC, Lowe's, GSK, and Samsung

Web Developer & System Administrator at JCPenney

2002 – 2006

- Facilitated an increase in the productivity of the Marketing department through conversion of paper processes to electronic ones and reduced the duplication of effort and information by linking electronic systems together
- Designed, developed, and supported web based applications used by over 500 corporate employees & over 1000 stores improving task efficiency by 50% to 75% or more
- Conducted user research via participant observation with our in-house clients
- Increased task efficiency of copywriters by 80% through the establishment of the first internal Wiki system
- Awarded the Marketing Excellence award

PUBLICATIONS

Dissertation

Harrelson, D. (2016). *Rated m for monkey: An ethnographic study of parental information behavior when assessing video game content for their children*. (Unpublished doctoral dissertation). University of North Texas, Denton, Texas.

Peer Reviewed Journal Articles

Hubbard, D. (2013). *Collaboration beyond the game: How gamers work together beyond gaming environments to make their shared gaming experiences better*. *The Phoenix Papers*, 1(1). Retrieved from <http://fansconf.a-kon.com/dRuZ33A/wp-content/uploads/2013/04/Collaboration-beyond-the-Game-by-Diana-Hubbard.pdf>

Peer Reviewed Conference Papers

Harrelson Hubbard, D. (2013, July). *An Exploration of Fedora's Online Open Source Development Community*. Paper presented at the Free Software Workshop, FISL, Porto Alegre, Brazil. Retrieved from <http://softwarelivre.org/wsl/blog/wsl-2013-schedule>

Other Articles

Harrelson, D. (2006). *Minions of the night: Ethnography of a world of warcraft guild*. Unpublished manuscript. Retrieved from https://www.academia.edu/495889/Minions_of_the_Night_Ethnography_of_a_World_of_Warcraft_guild

RESEARCH AND DEVELOPMENT ACTIVITIES

Head of Strategic Research on Platform & Infrastructure as a Service for IBM Cloud	2018
Cloud Platform Principal Researcher for IBM Cloud	2016 – 2018
Ethnographic Research on Parental Assessment of Gaming Content For their Children: Researching Video Games (Dissertation Research)	2013 – 2016
Developer Ecosystem Research for SoftLayer IBM	2015
User Research on Infrastructure as a Service for SoftLayer	2010 – 2013
Design Anthropological Research for Pitney Bowes	2011
Virtual Ethnographic Research on Mobile Developers	2011
Virtual Ethnographic Exploratory Research on the Fedora Project's Online Open Source Development Community	2009 – 2010
Organizational Research on the Public Opinion of General Motors	2009
Ethnographic Research on Supplemental Experiences for Motorola	2008
Podcaster and Podcast Team Manager for Society for Applied Anthropology Conference	2008
Ethnographic Research on the Knowledge, Attitudes, and Behaviors of the General Public on Seasonal, Avian, and Pandemic Flu for the Denton County Health Department	2007
Ethnographic Research on the Motivations of Guided Players in World of Warcraft	2006
Exploratory Research on Environmentally Friendly Design for Motorola (EcoMoto)	2005

PRESENTATIONS, SPEECHES, LECTURES, & WORKSHOPS

Hubbard, D. (2019). *Beyond accessibility: the power of inclusive design*. Presentation at the Big Design Conference, Dallas, Texas.

Hubbard, D. (2019). *Presenter on design-led innovation and inclusive design*. Presentations at SAP's SAPPHIRE NOW Annual Conference, Orlando, Florida.

Hubbard, D. (2019). *Panelist and poster presenter on applied anthropology*. Presentation at University of North Texas Applied Anthropology Expo, Denton, Texas.

Hubbard, D. (2018). *Team Building in azeroth: what product teams can learn from successful mythic raid teams in world of warcraft*. Presentation at the DFWBeyond Conference, Plano, Texas.

Hubbard, D. (2018). *Lecture on design anthropology*. Lecture at University of North Texas, Denton, Texas.

Harrelson, D. (2010). *How to maintain, sustain, and grow fedora's online development community*. Presentation at the Fedora User and Developer Conference, Tempe, Arizona.

Harrelson, D. (2009). *What is cyber anthropology*. Podcast recorded for South by South West Interactive Conference, Austin, Texas.

Harrelson, D. (2009). *Fedora and anthropological research opportunities*. Presentation at the Fedora User and Developer Conference, Toronto, Canada.

Harrelson, D. (2000). *Demonstration of the new 3dfx line of gaming video cards for macintosh systems*. Presentation at the MacWorld New York Conference, New York, USA.

PROFESSIONAL MEMBERSHIP & SERVICE

American Anthropological Association, Association for Information Science and Technology, Society for Applied Anthropology, User Experience Professionals Association, Ethnographic Praxis in Industry (EPIC)

AWARDS & HONORS

Outstanding Technical Achievement Award	IBM	2017
Dissertation Fellowship Award	University of North Texas	2010 – 2014
Creativity and Ingenuity Award	HRsmart	2009
Marketing Excellence Award	JCPenney	2004

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