Alexander Genov

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Objective

To apply my experimental psychology research skills in a Usability position for creative and user-centered solutions.

Summary

I have extensive experience in Behavioral Research using a variety of methods: controlled experiments, questionnaires, and focus groups. My solid theoretical background in Experimental Psychology coupled with my hands-on usability experience, presentation and interpersonal skills, make me a valuable asset to the Usability team.

Education

1991–1994 <u>Cornell University</u>

Ithaca, NY

B.A., Psychology

1994–2000 <u>Clark University</u>

Worcester, MA

M.A., Ph.D., Experimental Social Psychology

Experience

2001-present <u>Laboratory for Usability Testing and Evaluation</u>

Seattle, WA

Assistant Director University of Washington

- ✓ Managing the Usability Lab.
- ✓ Focus groups and usability tests on UW Admissions Web site.
- ✓ Lead role in an accessibility project sponsored by Microsoft.

2000–2001 Saltmine Seattle, WA

Usability Engineer

- ✓ Conducted heuristic evaluations, exploratory testing, paper prototype testing.
- ✓ Completed usability reports.
- ✓ Worked closely with members of the usability, UI design, information architects, business development team, and PM teams.

1994–2000University of Massachusetts Medical CenterWorcester, MAResearcherClark UniversityWorcester, MA

- ✓ Areas of interest: Emotions; Perceptual processes; Experimental design.
- ✓ Conducted extensive literature search.
- ✓ Set up and managed a Social Psychophysiological Laboratory.
- Designed and conducted experiments.
- Designed, administered, and validated questionnaires.
- ✓ Analyzed data, wrote research articles, and presented at professional meetings.
- ✓ Supervised undergraduate research.

1999–2000 <u>Suffolk University</u>

Boston, MA

Lecturer

- Designed and taught college-level courses in General Psychology, Research Methods, and Statistics.
- ✓ Designed and implemented evaluation tools, such as quizzes, exams, papers.
- ✓ Created and maintained -- http://members.tripod.com/AlexanderGenov/
- Supervised teaching assistants.

<u>1997–1998</u> <u>Clark University</u> Worcester, MA

Writing tutor

Skills

- ✓ Statistical Package for the Social Sciences (SPSS)
- ✓ Test Track Pro
- ✓ Microsoft Visio
- ✓ Microsoft Flash
- ✓ HTML authoring tools: Dreamweaver, Composer
- ✓ Imaging packages: Photoshop, Acrobat, Powerpoint
- ✓ Video editing equipment
- ✓ Psychophysiological equipment
- ✓ Microsoft Office 2000
- ✓ Interviewing, focus group analysis
- ✓ Survey development and validation
- ✓ Advanced presentation skills

Selected

Presentations

- ✓ Poster presentation at the **Eastern Psychological Association**, Boston, February, 1998 Genov, A. B., Schnall, S., & Laird, J. D., <u>The Intrinsic Emotional Meaning of Color.</u>
- ✓ Poster presentation at the American Psychological Society, Denver, CO, 1999 Genov, A. B., Pietrzak, R.H., Bemis, M., & Laird, J. D., Pain Perception is Affected by Differential Responsiveness to Bodily vs. Situational Cues.
- ✓ Poster presentation at the **American Psychological Society**, Denver, CO, 1999 Genov, A. B. & Bibace, R., Pattern Perception Ability, Perceptual Sensitivity, and Mental Representation in Medical Diagnoses.
- ✓ Poster presentation at the **American Psychological Association**, Boston, MA, 1999 Schnall, S., Diriwaechter, R., Dhavale, D. M., Genov, A. B., & Laird, J. D., <u>Interference Effects of Expressive Behavior</u> on the Stroop Task.
- ✓ Symposium talk at the Annual Convention of the **American Psychological Association**, Boston, MA, 1999 Shapiro, D., Gross, J., Tassinary, L., Boone, T., Genov, A. B., Laird, J.D. (discussant), <u>Responding to the Body: Psychophysiology</u>, expressive behavior, and feelings.
- ✓ Paper presented at the Annual Meeting of the **Perceptual Control Systems Group**, Boston, MA, 2000 -- Genov, A. B. & Laird, J. D., Thoughts about feelings: Feelings as information, in control systems.

Publications

✓ Genov, A. B. (1999). Stability and Microgenetic Change in Three Perceptual Tasks. *Clark Working Papers in Developmental Psychology, Vol. 2 (1), 73-82.*

Manuscripts

- ✓ Genov, A. B., Schnall, S., & Laird, J. D. "In Search of the Intrinsic Emotional Meaning of Color."
- ✓ Genov, A. B., Pietrzak, R.H., Bemis, M., & Laird, J. D., & Fortunato, C. "Differential responsiveness to bodily cues and the role of arousal in the experience of pain and fear: A self-perception perspective," *Motivation and Emotion.*
- ✓ Schnall, S., Laird, J.D., Diriwächter, R., & Genov, A.B., "Seeing Red, Feeling Blue: Interference Effects of Expressive Behavior on an Emotional Stroop Task."

References

Available upon request