

Michael S. Elledge

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Summary

Assistant Director of nationally-recognized usability and accessibility center. Usability and consumer research professional with **MS Information** University of Michigan and **MBA** Columbia University. Expertise in client development, research funding, user testing, accessible software design and evaluation, and project management.

Education

- August 2001** **University of Michigan, School of Information, Ann Arbor, MI**
Master of Science in Information, Usability/Info Architecture
- May 1981** **Columbia University, Graduate School of Business, New York, NY**
Master of Business Administration, Marketing and Finance
- May 1977** **Vassar College, Poughkeepsie, NY**
AB, Economics

Experience

- April 2006 to Present** **Michigan State University, East Lansing, MI**
Assistant Director, Usability & Accessibility Center
- Develop new business opportunities and maintain client contact.
 - Direct Graduate Research Assistants and perform user testing, focus groups, heuristic analyses, accessibility evaluations and quantitative analysis.
 - Identify research opportunities and submit funding proposals.
 - Create and conduct workshops on accessibility and open source applications.
- June 2007 to Present** **Fluid Open Source Project**
Accessibility Consultant
- Provide protocol, testing, evaluation and design support for accessible 2.0 user interface development.
- May 2001 to March 2006** **University of Michigan, Ann Arbor, MI**
Accessibility Specialist, Digital Media Commons
- Performed usability testing and interface evaluation
 - Designed, implemented and promoted University-wide accessibility program.
- March 2002 to March 2006** **Factotem, Ann Arbor, MI**
Independent Consultant
- Usability projects for ABN/AMRO, Optimization Group and InterFirst Bank.
- 1998 to 1999** **Henry Ford Health System, Detroit, MI**
Marketing Manager, Senior Services
- Developed system senior services plan & produced Metro-wide aging conference.

Michael S. Elledge (cont.)

- 1997 to 1998 **D’Arcy Masius Benton and Bowles, Troy, MI**
Planning Supervisor, “Mr. Goodwrench,” Dow Automotive, APC
- Directed research and positioning for Dow Automotive global ad launch, GM Goodwrench repositioning, American Plastics Council advertising; focus group, survey, ad tracking and competitive research.
- 1993 to 1996 **Wells Rich Greene/BDDP, Dearborn, MI**
Agency Planner, Ford Corporate (“Q1”), Ford Finance, ACD (Visteon)
- Provided consumer research and ad planning for agency clients.
- 1990 to 1993 **Campbell-Ewald, Warren, MI**
Account Supervisor, Sara Lee Deli Meats, Ball Park, Mr. Turkey
- Supervised media planning, research and creative development for agency.
- 1989 to 1990 **Vlasic Foods, Farmington, MI**
Product Manager, Olive Business Unit
- Directed marketing, research and analysis for \$100 M business unit.
- 1985 to 1989 **Borden, Inc., Columbus, OH**
Product Manager, Lite-line, Sandwich-Mate, Shredded Products
- Developed strategy, marketing, and consumer promotion for \$50 M brands.
- 1981 to 1985 **Hayes/Hill Inc., Senior Consultant**, Marketing and Strategy Group
John Nuveen & Co., Inc., Marketing Research Analyst, Unit Investment Trusts
Quaker Inc., Marketing Associate, Pet Foods Division

Professional/Other

- 2007 to Present **CIC IT Accessibility/Usability Group**
Chairperson
- 2005 to Present **Christ Church Cranbrook, Bloomfield Hills, MI**
Member of Vestry (2006+), Lay Eucharistic Minister (LEM)
- 2004 to Present **Foundation for Sustainability and Innovation, Laguna Beach, CA**
Advisory Board member and grant reviewer
- 2002 to Present **UPA (Usability Professionals of America), Southeast, MI**
Member

Presentations/Publications (2008)

Elledge, M.S. (2008, December 17). *Evaluating Website Accessibility*. MSU Faculty Seminars. Michigan State University

Elledge, M.S. (2008, December 17). *Retrofitting Non-compliant Websites*. MSU Faculty Seminars. Michigan State University.