

Ian O'Bara

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University Outreach and Engagement
Kellogg Center
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Education

Michigan State University, East Lansing, Michigan

Master of Arts in Media and Information

Concentration in Human Computer Interaction
Expected Graduation May 2017 | Current GPA 3.9

Graduate Certificate in Serious Game Design

Graduated Dec 2015 | GPA 4.0

Wheeling Jesuit University, Wheeling, West Virginia

Bachelor of Arts in Professional Communications, Minor in Film Studies

Emphases in Public Information and Application/Web design
Graduated Dec 2013 | GPA: 3.7

Professional Skills

- User Experience Design & Usability testing
- Qualitative & Quantitative experimental design and analysis
- Information Architecture
- User Interface Design: Prototypes and Wireframes
- Accessibility Compliance for Web, Mobile, and Software (WCAG, W3C, Section 508)
- Statistical analysis using SPSS
- HTML
- CSS
- Adobe Creative Suite
- Serious Game Design
- Social Media (Facebook, Twitter, YouTube, etc.)
- Microsoft Office Suite

Professional Experience

User Experience Graduate Research Assistant

Michigan State University: Usability/Accessibility Research and Consulting, East Lansing MI

August 2015 – Present

- Leads and conducts usability evaluations of IT products using various methods, including 1-on-1 usability testing, focus groups, and heuristic reviews
- Collects and analyzes extensive usability evaluation data to identify usability issues
- Performs consulting work in UX design and Accessibility for Michigan State University and external clients
- Performs Accessibility Reviews of client websites and software

Application Development Team

Advanced Technical Solutions, Scott Depot WV

September 2014 – December 2014

- Worked on updating and maintaining in-house company web applications
- Performed maintenance on database servers for clients
- Worked with clients on programming issues with internal and external websites and applications
- Assisted clients with various system administration issues

Application Designer and New Media Specialist

West Virginia Division of Natural Resources, Charleston WV

July 2013 – September 2014

- Created mobile application to identify sport fish in the state.
- Created Web/mobile application for logging and finding Fish Stocking locations.
- Tested and Debugged Electronic Licensing System application
- Designed and Maintained new web pages and web applications to move the organizations branding forward.
- Conducted research on how anglers use social media and what information they are most interested in receiving from the WVDNR.
- Conducted research into the use of social media by other fish and wildlife departments to form a proposal for using social media in the WVDNR.
- Created Videos of WVDNR studies and projects
- Created posters, flyers, and handouts for the WVDNR and National Congressional Offices.
- Worked on creating eBooks of wildlife quiz books.

Publications and Reports

Journal Publications

Ismirle, J., **O'Bara, I.**, Jackson, J. E., & Swierenga, S. J. (2016). Touchscreen voting interface design for persons with dexterity impairments: Insights from usability evaluation of mobile voting prototype. In F.F.-H. Nah and C.-H. Tan (Eds.), *Lecture Notes in Computer Science: Vol. 9752. HCI in Business, Government, and Organizations: Information Systems* (pp. 159-170). Switzerland: Springer International.

Peer-reviewed Conference Proceedings

Abujarad, F., **O'Bara, I.**, & Swierenga, S. J. (2017, July). *The role of UX in government system expansion*. Paper and presentation at Human-Computer Interaction Interactional, July 9-14, Vancouver.

Ismirle, J., **O'Bara, I.**, Jackson, J. E., & Swierenga, S. J. (2016). Touchscreen voting interface design for persons with dexterity impairments: Insights from usability evaluation of mobile voting prototype. In F.F.-H. Nah and C.-H. Tan (Eds.), *Lecture Notes in Computer Science: Vol. 9752. HCI in Business, Government, and Organizations: Information Systems* (pp. 159-170). Switzerland: Springer International.

Ismirle, J., **O'Bara, I.**, Jackson, J. E., Swierenga, S. J. (2016). Touchscreen voting interface design for persons with dexterity impairments: Insights from usability evaluation of mobile voting prototype. *Lecture Notes in Computer Science*. Heidelberg, Germany: Springer-Verlag.

Research Technical Reports

Ismirle, J., Klautke, H., **O'Bara, I.**, & Swierenga, S. J. (2016, August 12). *Usability Evaluation of Teleconsultation Process for Physicians working with ASD Patients Report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting

Ismirle, J., **O'Bara, I.**, Klautke, H., & Swierenga, S. J. (2016, April 22). *University Outreach and Engagement Website Redesign: Focus Groups Report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Ismirle, J., **O'Bara, I.**, Klautke, H., & Swierenga, S. J. (2016, July 7). *Gerstacker/Mental Health Knowledge for Youth (MHKY) Focus Groups & Card Sorts: Interim Findings*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Ismirle, J., **O'Bara, I.**, & Swierenga, S. J. (2015). *Michigan Stroke Transitions Trial (MISTT) Website: Usability Evaluation Report*. Funded by PCORI, Grant #R-D2C-1310-07420. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

O'Bara, I. (2013, December 9). *Developing Effective Communication Tools: West Virginia Division of Natural Resources Fisheries Program and Young Adults Report*. South Charleston, WV: West Virginia Division of Natural Resources.

Consulting Technical Reports

*Identifying information redacted in compliance with non-disclosure agreements.

Ismirle, J., Klautke, H., **O'Bara, I.**, George, M., & Swierenga, S. J. (2017, January 13). *CATA Website Usability Evaluation Report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Ismirle, J., **O'Bara, I.**, & Swierenga, S. J. (2016, September 7). *[Redacted*] Website Concept Designs Review*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting

Ismirle, J., **O'Bara, I.**, & Swierenga, S. J. (2016, February 16). *University Outreach and Engagement Website Redesign: Information Architecture Findability Report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Journal Reviewer

Invited Reviewer, Journal of Usability Studies

Invited Reviewer, Universal Access in the Information Society

Presentations

Conference Presentations

Abujarad, F., **O'Bara, I.**, & Swierenga, S. J. (2017, July). *The role of UX in government system expansion*. Paper and presentation at Human-Computer Interaction Interactional, July 9-14, Vancouver.

O'Bara, I., & Chidziwisano, G. (2016, November 10) *Sustainable Development: Insights from Design Research in Rural Kenya*. Presented at 12th Annual World Usability Day Conference at Michigan State University, East Lansing, MI.

Ismirle, J., O'Bara, I., Swierenga, S. J., & Jackson, J. (2016, September 22). *Touchscreen voting interface design for persons with disabilities: Insights from usability evaluation of mobile voting prototype*. Paper presented at the 60th International Human Factors and Ergonomics Society Annual Meeting, Washington, D.C.

Ismirle, J., **O'Bara, I.**, Jackson, J. E., & Swierenga, S. J. (2016, July 21). *Touchscreen Voting Interface Design for Persons with Dexterity Impairments: Insights from a Usability Evaluation of a Mobile Voting Prototype*. Paper presented at the 18th International Conference on Human-Computer Interaction, Toronto, Canada.

Jackson, J. E., Ismirle, J., **O'Bara, I.**, & Swierenga, S. J. (2016, March 25). *Touchscreen user interface design for persons with dexterity impairments*. Presented at the 31st Annual CSUN International Technology & Persons with Disabilities Conference, San Diego, CA.

Guest Lectures

O'Bara, I. (2016, October 20). *Focus Groups: Techniques and Best Practices*. Class lecture presented to Food Science and Human Nutrition 410: Sensory Analysis and Consumer Research, Michigan State University, East Lansing, MI.

O'Bara, I. (2016, August 30). *User Experience: Understanding Users*. Class lecture presented to Media and Information 841: Understanding Users, Michigan State University, East Lansing, MI.

Ismirle, J. & **O'Bara, I.** (2016, March 30). *Conducting Usability Testing Evaluation*. Class lecture presented to Media and Information 450: Human Computer Interaction and User Experience Design, Michigan State University, East Lansing, MI.