

Shane McWhorter, Ph.D.

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## Interface Design Director

### Senior User Experience, Usability and Product Interface Design Architect

- Seventeen-year industry experience: Software, Web, Consumer Electronics, Healthcare Information Technology (HIT, EPM, EHR, EMR), Interactive and 3D (Stereoscopic) Television.
- Seasoned experience in advanced product interface usability, human factors, design psychology and user interface design standards.
- A specialist in product interfaces that are compelling, easy to understand "out of the box" but efficient to use every day, ensuring customer satisfaction and product competitiveness early and throughout the product development life cycle.
- Experienced senior user experience architect utilizing use case analysis and UML during requirements analysis, conceptual and logical design.

### Education

- Ph.D., **Visual Human Factors**, Georgia Institute of Technology, 1993
- M.S., **Engineering Computer Graphics**, Georgia Tech, 1991
- B.S., **Applied Psychology**, *highest honor*, Georgia Tech, 1991
- B.S., **Physics**, *honor*, Georgia Tech, 1988
- Certificate, **Technical and Business Communication**, Ivan Allen College, Georgia Tech, 1988

### Professional Affiliations

- Member, **Human Factors and Ergonomics Society**
- Member, **Usability Professionals' Association**
- Member, **American Psychological Association**
- Member, **Georgia Psychological Association**

## Professional Experience

- ***Interface Design, User Experience and Usability Director***

**Interface Design Help**, November 2000-Present

Helping Software, Web, Healthcare Information Technology (HIT, EPM, EHR, EMR), Consumer Electronics, and Interactive and 3D Television industries develop the user experience: user interfaces, products, and marketing materials that are compelling, easy to understand "out of the box" but efficient to use every day, enhancing the client's design team with advanced product interface usability and human factors, user interface design standards experience and design psychology throughout the complete design cycle.

Industries:

- Software and Web Applications
- Healthcare Information Technology (HIT, EHR, EMR)
- Interactive and 3D (Stereoscopic) Television
- Entertainment Media
- Customer Relationship Management (CRM) / Online Customer Experiences

Clients:

- USA TODAY
- FPD3 Creative
- Cox Communications
- EnfoTrust Networks
- Power TV
- Time Warner Cable
- Rocket Communications
- Nagravisision
- Scentric
- Scientific Atlanta
- Livewire
- Blue Cross and Blue Shield of Florida
- MAi
- CNN Broadband

- ***User Interface Director***

**NEXTGEN Healthcare Information Systems**, February 2008-July 2009

NEXTGEN Healthcare Information Systems, Inc. provides computer-based practice management (EPM) and electronic health records (EHR) systems to more than 1,200 physician practices across the country. Ideal for any size practice, from the multi-provider, multi-specialty enterprise to a solo practitioner, NEXTGEN Healthcare's proven suite of applications streamline front and back office administration and manage all clinical data relating to patient care outcomes.

Reporting to EVP R&D. Lead responsibility for all aspects of healthcare product ease of use and the user interface design process.

- ***Adjunct User Experience Director***

**Rocket Communications, Inc.**, January 2007-Present

Rocket Communications, Inc. (Rocket™) develops branded software graphical user interfaces for Fortune 500 and smaller companies, delivering design solutions since 1992 for more than 50 high-profile flagship products including network, data and productivity management tools, communication devices, and consumer electronics. Rocket's 60-plus clients include AOL, Apple, Autodesk, Cisco, Concord Communications, eBay, FileNet, Fujitsu, HP, Logitech, Motorola, PalmSource, Sun Microsystems and Xerox.

Reporting to Chief Creative Officer. Applying user experience methodology throughout design and development cycles that bridges the gap between marketing and engineering, enabling consistent delivery of interactive solutions with a world-class user experience.

- ***Adjunct Professor***

**Oglethorpe University**, December 2007-Present

Oglethorpe University, established in 1835, is an independent, highly-selective, coeducational liberal arts institution of just over 1,100 students providing a true learning environment in the university's primary programs of the liberal arts and sciences, business administration and teacher education, emphasizing the preparation of the humane generalist needed by a complex and changing society.

Reporting to Division Chair, Mathematics and Computer Science. Instructor of courses in Web design.

- ***Adjunct Faculty***

**The Art Institute of Pittsburgh**, November 2002-Present

The Art Institute Online, a division of The Art Institute of Pittsburgh, established in 1921, is accredited by the Accrediting Council for Independent Colleges and Schools (ACICS) and specializes in career preparation in the visual and practical arts and has graduated over 30,000 students.

Reporting to Academic Director and Dean of Education. Instructor of online courses in computer science, interface design, and game art and design.

- ***Advisory User Interface Architect***

**MAPICS, Inc.**, October 2002-January 2005

MAPICS, Inc., with offices around the globe and over 800 employees, serves over 10,000 customer sites in nearly 70 countries and has over 20 years of proven manufacturing and technology expertise developing and supporting extended enterprise applications designed specifically for world-class manufacturers.

Reported to Vice President of Technology, Architecture & Design. Lead responsibility for all aspects of the product user interface design process.

- Developed, maintained and enforced user interface design corporate standards and guidelines. Developed corporate user interface design guideline manuals supporting enhanced usability and industry standards observance.
- Supported corporate brand across all products, managing brand implementation during corporate mergers and brand changes.
- Architected application user interface layout navigation and look and feel within a Rational design process, utilizing UML and use case analysis during requirements analysis, conceptual and logical design phases. Developed user interface design specifications in both wireframe and high fidelity interface illustrations.
- User interface design target platforms included Microsoft Windows, Microsoft .NET, DHTML Web, Web services, IBM WebSphere and legacy IBM green screen.

- **Senior Director, Marketing Services**  
**Usability Director**

**ZapMedia**, April-November 2000

A consumer electronics and broadband entertainment technology company with over 100 employees providing customized consumer access to movies, music, video, the Web, CDs and DVDs through their existing televisions and stereos.

Reported to Vice President of Marketing. Responsible for Marketing Services and Operations, including managing Creative Services and Product Design, Marketing Communication, and Content teams. Responsible for product consumer experience, interaction design, usability, and project management.

- Directed Marketing Services team, including Creative Services and Design (Marketing, Product Development, User Interface Design), Information Architecture, Marketing Communication, Technical Writing, Content Management and Development, and Project Management teams, achieving 100% on-time deliverables.
- Mentored Creative Design and Development in prototyping, development, testing and deployment of the user interface and consumer experience for a consumer electronics device including functionality for Web browsing, e-mail, DVD, CD, Internet radio, streaming movies, music/mp3 jukebox, and music/movies content portal.
- Supervised multi-city consumer focus groups and central location usability testing for a consumer electronics product and broadband entertainment delivery portal.
- Developed product strategies and tactics with Consumer Marketing and Brand Management implementing consumer marketing and brand objectives.
- Directed an outsourced creative design team developing the interactive television user interfaces for a major news and information company.
- Developed product requirements documents for Development, Consumer Marketing, and Quality Assurance planning.
- Responsible for the design of interface design presentations to major content clients, including studios, labels, and news and information media.
- Received two promotions within a six-month period.

- **Chief Human Factors Engineer**

**Red Hat, Inc.** (merged with Cygnus Solutions, January 2000), 1999-2000

The leader in open-source software, with over 500 employees worldwide.

Reported to Vice President of Engineering. Responsible for all internal process and product development Human Factors.

- Directed a graphics design team in applying product design principles based on user perceptual psychology, achieving a powerful interface including the effective integration of over 250 icons for a single software product that is quick to learn and efficient to use.
- Responsible for user interaction design and experience for a comprehensive integrated software development (IDE) application for embedded devices, including coding, debugging, and device simulation functionality.
- Introduced and maintained product development processes, decreasing time to market and improving product quality.
- Established usability programs for flagship products and services including on-site user testing; achieving low-risk product development, customer productivity and product demand.
- Awarded a merit raise within the first year of employment.

- **Research Faculty & Research Scientist**

**Georgia Tech Research Institute**, 1993-1999

The South's largest industrial and engineering research agency hosts the **Graphics, Visualization, and Usability Center**, a leader in interface design and usability research and education.

- Developed an end-to-end simulation of human visual perception and performance based on psychophysical and neurophysiological models. The simulation was rated by the United Kingdom's Defence Electronics Research Agency to be the best in the world, and is in use by the defense departments of several countries.
- Responsible for cross-platform user interface development for a large-scale defense simulation including integrated graphical display and user interface of simulation controls, imagery, and data.
- Designed and implemented human subject research on visual performance, perception and human factors.
- Supported multidisciplinary projects as a faculty member of Georgia Tech's Graphics, Visualization, and Usability Center.
- Designed and implemented an imagery standardization application to support visible and electro-optical spectral imagery simulations.
- Published 33 papers and two book chapters.
- Taught Engineering Design and Modeling for six years.
- Developed curriculum and taught visual human factors modeling to industry through Georgia Tech's Professional Education.
- Security clearance information on request.

## **Additional Skills & Experience**

Trained online education facilitator, EDMC Online Higher Education

Certificate, **Infrared/Visible Signature Suppression**, GTRI, Georgia Tech, 1991

Certificate, **Neural Networks**, Continuing Education, Georgia Tech, 1994

Processes

- UML, Rational, Use Case Analysis, CMM

Systems

- Microsoft Windows, UNIX (Solaris, IRIX, AIX), Linux

Hand Coding

- C, JScript, Javascript, HTML, HTML5, CSS, DHTML, XML, PHP, ASP, SQL, Perl, Python, Apache

Environments

- IIS, Photoshop, Borland TogetherSoft, Microsoft Project, CVS, emacs.