

# David J. Craske

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## **Five-Year Career Objective:**

To continue a career evolution in usability engineering, research, evaluation, and user experience design, enabling use of comprehensive HCI design, modeling, & evaluation techniques in harmony with acquired technical and professional experiences.

## **Education:**

### **Indiana University School of Informatics, Indianapolis, Indiana**

Degree: Masters of Science, Human-Computer Interaction; May 2011 (on schedule)

Degree: Certification: Human-Computer Interaction; December 2009

### **University of Illinois at Springfield, Springfield, Illinois**

Degree: Masters of Arts: Computer Science; December 1997

### **Illinois College, Jacksonville, Illinois**

Degree: Bachelor of Science: Computer Science & Information Systems; May 1995

## **HCI Course Work:**

### **Human-Computer Interaction (Introduction & Advanced)**

Theory & application from an integrated-approach of knowledge domains, i.e., the cognitive, behavioral, and social aspects of users and context, relevant to requirements, design & usability evaluation of interactive systems.

### **Psychology of Human-Computer Interaction**

Psychological & behavioral science, including cognition, memory, problem-solving, mental models, perception, and action, with emphasis on understanding the interactions between human and electromechanical systems and how the processes impact design & testing of interactive technologies.

### **Usability and Evaluative Methods in Interactive Design**

Usability evaluation principles & methodological foundations, highlighting implications of usability for requirements and design of HCI applications for the web, interactive software, mobile applications, as well as emerging devices and technologies.

### **Prototyping for Interactive Systems**

Design and prototyping methodologies for graphic user interfaces, including rapid and dynamic prototypes, in context of interaction design, cognition and user behavior, and usability testing techniques for concept validation.

### **Structured Conceptual Design**

Advanced theoretical and design concepts to master the complexity of the user experience design of very large, content-intensive interactive applications, including web and mobile applications.

### **Web Database Concepts**

An exploration of interface issues specific to web databases, technologies for linking databases to web servers for delivery, discussion of various web-database applications, case studies, and industry trends.

### **Information Architecture for the Web**

Investigating design & function of information architectures, not only the technical aspects of creating web sites or other electronic media, but also engrain aspects essential for web site usability and accessibility.

## **Professional Experience:**

### **Web Applications Analyst**

Caterpillar, Inc., Peoria, Illinois (International Headquarters): 1997 - 2002

Caterpillar, Inc., Lafayette, Indiana (Large Engine Center): 2002 - 2009

- Designed, developed, and integrated the Service Scheduling packages for three worldwide releases.
- Demonstrated applications to project/executive management & Caterpillar dealer representatives.
- Assisted development of integration of Siebel Field Service application into our dealership software suite.
- Provided content and insight for department's Intranet web site, accessed by worldwide dealerships.
- Maintained 120+ internal web applications for Supply Chain and Shop Operations at Caterpillar manufacturing facilities in Lafayette, IN, Griffin, GA, and Greenville, SC.
- Governed local application development methodologies for Sarbanes-Oxley compliance regulations.
- Accepted into Voluntary Severance Program to continue pursuit of Master of Science degree in HCI

**Graduate Public Service Intern**

Bureau of Operations, Services Section

Illinois Department of Transportation, Springfield, Illinois: 1995 - 1997

- Designed Illinois Adopt-A-Highway database facility for IDOT Central Bureau of Operations, including management reports, system layout, training materials, and user's manual.
- Assisted in development of IDOT Central Bureau of Operations Fiscal Year 1997 & 1998 budget reports.
- Participated in discussions to enhance productivity within Illinois Department of Transportation, both on a district scale and a statewide scale.

**Associations:**

Usability Professionals Association (UPA) – Indiana Chapter ([www.upassoc.org](http://www.upassoc.org) & [www.indiana-upa.org](http://www.indiana-upa.org))

**Language and Software Familiarity:**

Expertise: HTML, Cascading Style Sheets (CSS), ColdFusion, Adobe Dreamweaver (MX & CS4), Microsoft Office, Microsoft FrontPage 2003, SQL / PLSQL (Oracle), Adobe Fireworks (MX & CS4), Crystal Reports, MySQL, PHP

Exposure To: JavaScript, DHTML, Microsoft Visio, Adobe Illustrator (CS4), Adobe InDesign (CS4), XHTML, Camtasia 5, ULogLite, CogTool 1.04, Adobe Photoshop, Adobe Flash (MX & CS4), Balsamiq, SPSS

**Usability Expertise**

Problem Space Definition, Usability & Functional Requirements Documentation, Questionnaires, Field Research, Cognitive Walkthroughs, Contextual Inquiries, Heuristic Inspections, Low-/Medium-/High-Fidelity Prototyping Methodologies, Wireframes, Persona & Profile Creation, Storyboards, Usability Task Scenarios & Analysis, Affinity Diagrams, Web Site Analytics, Work & Activity Modeling, User Test Creation & Analysis, Experience Diaries, Co-Discovery Testing, Focus Group Discussions, Interactive Dialogue Modeling

**Usability Portfolio**

- <http://www.davidcraske.com>

**Honors and Activities:****Illinois College:**

- Who's Who Among Students in American Colleges and Universities, 1995
- Computer Club; 2-Year participant, Charter Member
- Student Government Representative
  - Elections Committee Chairperson
  - Ad-Hoc Committees; Chairperson & Member
- Vice-President, Junior Class; Secretary, Sophomore Class
- Gardner Residence Hall Government; Secretary, Charter Member
- Homecoming Committee; 2-Year participant
- New Student Orientation Committee; 3-Year participant
- Student Disciplinary Committee Representative; 2-Year participant
- Dunbaugh Outstanding Faculty Award Selection Committee; 2-Year participant
- Golf Team; 3-Year Letter winner, Most Improved Player

**University of Illinois at Springfield:**

- Graduate Public Service Internship Program
- Aide, Illinois State Representative Sara Feigenholtz, 1996

**Caterpillar, Inc.**

- Certified Caterpillar Six Sigma Green Belt
- Corporate Project Finalist, Annual Quality Improvement Competition, 2005