

Alex Poole

22, rue Leopold Bellan
75002 Paris

Portfolio: www.alexpoole.info

++33 (0)6 67 36 16 81
alex@alexpoole.info

Profile

Interaction designer with a flexible and creative approach to usability and information architecture. Highly client and user focussed with strong skills in accessibility, web development and eyetracking.

Summary of Qualifications

- 4 years commercial experience in web project development
- Masters degree in interaction design and usability (graduated with distinction)
- Published author in human-computer interaction (HCI)
- 2 years research experience in usability, information architecture and interface design
- Strong self-starter: won £10,000 degree scholarship based on quality of independent work

Summary of Skills

Interaction Design / Usability skills:

- Always friendly and helpful
- High degree of user empathy
- Focussed on the needs of clients and team members
- Able to write concise reports for busy managers
- Experienced in low-cost, practical usability methods
- Solid abilities in hands-on web development
- Specialist skills in eyetracking

IT skills:

Software

- MS Office
- Visio
- Homesite
- Dreamweaver
- Photoshop
- Fireworks

Languages

- XHTML
- HTML
- CSS
- XML
- XSLT
- Javascript

Accomplishments and Experience

- Dec 2004 - Present **Freelance Interaction Designer** – London, UK and Paris, France
- Currently involved in redesigning the website of the 'Musée français de la photographie', the largest museum of photography in France
 - Created website for nutritional therapy company 'The Vitality Clinic'
 - Conducted eye tracking workshop for HCI students at Lancaster University
- Oct 2004 – Dec 2004 **Usability Consultant** – Bunnyfoot Universality, Harwell, Oxfordshire, UK
- Conducted user testing with mobile phones for 'What Mobile' magazine
 - Supported senior consultants by producing demo cds, presentations and user testing video clips for client meetings
- Oct 2003 – Oct 2004 **Freelance Interaction Designer** – London, UK and Paris, France
- Presented paper on eye tracking and information design at HCI2004
 - Evaluated website for the 'Musée français de la photographie'
 - Wrote chapter on usability and eye tracking for HCI textbook
 - Produced own portfolio website to higher technical standard than most commercial websites (www.alexpoole.info). Achieved full compliance with XHTML, CSS, usability and accessibility standards
 - Conducted eye tracking workshop for HCI students at Lancaster University

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Accomplishments and Experience (continued)

- Nov 2001 – Sep 2002 **English Language Trainer / Usability and Web Consultant** – Inlingua, Lille, France
- Trained adults in business and technical English
 - Advised management on best practice in web design and usability
 - Employed many skills relevant to usability: analysing user needs, dealing with clients, making presentations and mediating sessions with users
- Nov 2000 – Oct 2001 **(Sabbatical year for career development)** – Paris, France
- Carried out extensive research into HCI, usability and information architecture, resulting in £10,000 masters degree scholarship
- Sep 2000 **Freelance Information Architect** – Science Press Ltd, London, UK
- Worked closely with client representative to redesign e-commerce website
 - Supervised quality of services supplied by sub-contractors
- Jun 1998 – Sep 2000 **Website Project Manager** – Science Press Internet Services, London, UK
- Managed website development for major pharmaceutical companies
 - Maintained effective teamwork with programmers, editors and graphic designers to meet strict deadlines
 - Identified need to champion high-risk projects during organisational change: ensured success for contracts worth over \$100,000
- Jun – Oct 1997 **Assistant to Medical Writers** – Pfizer Ltd, Sandwich, Kent, UK
- Contributed to success of major drug launch by providing IT support at critical times

Education and Training

- Oct 2002 – Sep 2003 **Masters by Research - Design and Evaluation of Advanced Interactive Systems (Distinction)**
Lancaster University, Lancaster, UK
- Feb 1998 **Cambridge/RSA Certificate in English Language Teaching to Adults**
Westminster College, London, UK
- Oct 1993 – Jun 1997 **BA (Hons) French with Economics and Spanish (2.1)**
London Guildhall University, London, UK

Publications

Poole, A. & Ball, L. J. (in press). Eye Tracking in Human-Computer Interaction and Usability Research: Current Status and Future Prospects. In Ghaoui, Claude (Ed.). *Encyclopedia of Human Computer Interaction*. Idea Group

Poole, A., Ball, L. J., & Phillips, P. (2004). In search of salience: A response time and eye movement analysis of bookmark recognition. In S. Fincher, P. Markopolous, D. Moore, & R. Ruddle (Eds.), *People and Computers XVIII-Design for Life: Proceedings of HCI 2004*. London: Springer-Verlag Ltd