

John M. Vore

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QUALIFICATIONS AND TECHNICAL SKILLS

- 20 years utilizing best practices software to create presentations, mock-ups, prototypes, other deliverables and final products. Working knowledge of: InDesign, Photoshop, Illustrator, Dreamweaver, Fireworks, GoLive, Microsoft Word, Microsoft Excel, iWorks, iWeb, Pages, Keynote and Axure
- 17 years participating in and managing teams and complex projects, working with stakeholders and endusers in iterative design processes, sometimes even prototyping quite rapidly
- 15 years in researching across multiple disciplines, developing insights and collaborating with experts across multiple technical specialties on fast, often-changing deadlines

EXPERIENCE, USER DESIGN & USABILITY

- 25 years collaborating and leading teams for writing, creative, graphic and interactive design, working in groups to build mock-ups, wireframes and prototypes (paper, Flash, video and 3D machinima) across web design, publishing and application design
- 13 years as principle Information Architect/Interaction Designer, cognitive psychology-based software (2003-present)
- 10 years experience working with leading User Experience theory and best practices (cognitive walk-through, field testing, focus groups, heuristic evaluation, interviewing, personas, surveys, task analysis, talk aloud, use scenarios, usability testing), evaluating creative products (2005-present)
- 07 years as principal Information Architect/User Interface Designer, Social Network theory and applications (2006-2013)
- 05 years as principal Information Architect/User Interface Designer, e-book software/hardware (1998-2003)

EMPLOYMENT HISTORY

*Three general Periods of Work correspond to successive startups, some of them overlapping one another, augmented by contract work – broken up by graduate school in Human Computer Interaction Design and work at the University of California - Santa Cruz (2005-2008): **Desiring Machines** (2013-current), **Informatics411** (2009-2013), **Firetrap Inc.** (1996-2008).*

2013 - 2017 - Experience Design Researcher, **Desiring Machines** -working with an angel investor, began systemizing open questions needing answers in the design of psychology-based applications for mobile devices: standards, desirability in general, specific features, narrowed scope of specific web-based and mobile apps

- Created a second instantiation of Mobile Apps for Addicts, Wingman; the three-phase program would (a) enable safe usage (b) engage user dialogue in conversations of addiction and (c) would attach users to SNs of support, including local, trained medical resources; while in Burlington, VT
- Began development of 'Mobile Apps for Addicts'- tentative offering: a game which mimics the drug seeking process, while also providing end users with in-game diversions and off ramps that link to real-world support, peer groups and reliable psychological information. Stage: heuristic evaluation. Fundraising; while in Burlington, VT
- Formulated a methodology for detecting stalkers called Predator Tractor which utilizes a mobile device's wireless bands (WiFi, Bluetooth, Cell) to read other devices' signatures in a given geography, e.g., 500 yards, looking for patterns, and with a one-button notification of law enforcement at detection of a possible predator; while in Silver Spring, MD

2009 - 2013 - Experience Designer, **Informatics411** - developed theoretical framing for software applications, bridging between cognitive neuroscience and developing Social Network theory "from the ground up," focusing on the expanding the use of data visualization for "everyday people"

- Developed "Hoosier Hysterias" - a data-mining project wrapped in book research project all wrapped in notes towards delivering applications into the everyday user space, enabling data visualization for the masses
- On contract, and at point of final product packaging, ran tests on Blackberry tablet device as it was being launched for BrightPoint Inc., in Plainfield, IN
- As consultant, read, edited and analyzed Content Management strategies book, offering advice at the level of an experienced writer, e-content publisher, information analyst
- On contract, assessed design, workflow and usability of handbooklive.com, offering user-centered critique and redesign strategies for HandBookLive.com
- On loan to the Firetrap Press Cooperative, collaborated with stakeholders from the Jon-Henri Damski Archive and other editors, researched published weekly columns from a 20 year period, collecting them into create a themed book telling the unique story of Chicago's LGBTQ population; designed covers and interiors in same manner
- On contract, under IT lead, flashed the RAM and tested it for this automotive device manufacturer; discovered additional inconsistencies which prevented shipping faulty product to a major vendor (for AutoNet Mobile, Santa Rosa, CA)

2008 - Information Architect/Information Analyst, **University of California-Santa Cruz** (Purchasing Department)

- Working with endusers in the Purchasing Department, designed and tested User Interface front-end for Problem Invoice database
- Designed database back-end in FileMakerPro that allows for reporting on PI workflow (using iterative design and usability testing), creating and testing over 7 iterations
- Suggested workflow changes aimed at increasing productivity and effectiveness which were incorporated

2006 - 2007 - Research Assistant, **Indiana University, School of Informatics**

- Developed a conceptual framework which lays out a formalization of the user-centered design process, the Experience Design Framework; posits that all human-centered information is gathered, presented and via four methods, in conjunction with a fifth: List, Story, Simulation, Virtual Reality and Tool. In other words, the Four Methods are simultaneously Tools for grabbing, holding and repeating information, and elements in making tools

2005 - 2006 - Associate Instructor, **Indiana University, School of Informatics**

- Assisted teaching labs in basic programming techniques, use of Dreamweaver, and led discussion classes on Social Informatics topics

2004 - 2005 - Assistant Professor of English (Visiting), **Wilkes University**

- Taught COMPOSITION 101, in which a new method for teaching writing was developed and tested: the Reading-Writing-Meaning Triangle draws on cognitive neuroscience research and insists that students learn each skill only in conjunction with the other; also taught INFORMATION LITERATURE, in which we explored the notion that writing could be the first human technology, and the implications for this in creating a literature

1996 - 2008 - Senior Creative & Interaction Designer, **Firetrap, Inc.**

- Information Architect/User Interface Designer, cognitive neuroscience-based software (2003-2007): (a) designed desktop application user interface for Life in the Box psychology software (b) researched, designed innovative approach to capturing psychology data via (i) sensory hierarchies and (ii) neurological "plateaus" where sensory data is cross-modally compared (iii) and utilized post-modern deconstructive techniques to examine nature and structure of beliefs (iv) designed a method for parsing language use via (i), (ii), (iii) to (v) assess potential end-users commitment to life changes as coordinated by Life in the Box software
- Information Architect/User Interface Designer, e-book software/hardware (1998-2003): (a) designed hardware keypad text entry (b) information architecture for text and notation storage (c) software user interface (d) attempted multi-year patent attempt on "Personal Knowledge Index," e.g. what one takes away from a text

- Web-master, e-book and paperback publisher (Published 18 paperback and e-book editions): hand-coded .html to deliver cutting-edge free on-line literature and art for Firetrap cooperative in late 1990s; moved to Fireworks, Go Live in late early 2000s to continue Firetrap on-line
- Led graphic design, editing team for all Firetrap media, matching products to printer/distributor's specifications: published books using Word, Pagemaker, InDesign; designed book covers using Photoshop, Illustrator
- Worked with intellectual property lawyers on trade-marking Firetrap name, logo

1993 - 1997 - Management Team, Northwestern Medical Faculty Foundation; Chicago, IL

- IT Manager, assisted in the development of single and multi-year budgets in a practice which moved into a renovated space, growing at such a rate that it became the flagship satellite practice for NMFF; negotiated contracts with vendors; worked with a full spectrum of health personnel, from physicians, to RNs and LPNs, medical technologists, and those trained in medical records, medical reception, medical billing; have first-hand experience in assisting patients in a wide variety of health settings

EDUCATION HISTORY

University of California-Santa Cruz, Baskin School of Engineering, PhD.

- Accepted into program 5/2008. Declined due to immediate and pending financial aid cuts

Indiana University, School of Informatics, M.S. Human-Computer Interaction/Design (partial; 2005-2008)

- Developed unified framework for interaction designers testing creative iterations which incorporates best-practices in user-centered design, prototyping and usability methods (Experience Design Framework)
- Studied Human Computer Interaction Design (Eli Blevis, Jeffery Bardzell, Marty Siegel, Erik Stolterman), Usability Methods (Youn Kim), Social Informatics (David Hakken)

PROJECTS & WHITE PAPERS

- In successive teams, developed a series of health-related products having web, desktop and mobile applications
- On a health-related team, specifically developed a web-based application utilizing Brief Cognitive Behavior Therapy, discovered insights related to psychology-related apps: a) flipping the "addiction paradigm" b) necessity for something to hold the goal in a change-centered task
- On a technology-related team, developed hand-held applications using insights into applied cognitive neuroscience
- On a health-related team, developed an approach to Universal Access which altered its basic application, leveling the user experience "playing field"
- In independent study on Usability, developed an innovative Usability technique which divorced it from larger academic battles between social and traditional sciences, emphasizing a radically collaborative process with stake-holders, designers, and end-users

University of Notre Dame, M.F.A. Creative Non-fiction (1993)

- Studied 18th and 19th century literature, 20th century, Fiction; wrote 600 pages M.S., Tell Me What Home is Like (Firetrap, 2001)

University of Notre Dame, B.A. Philosophy (1986)

- Studied Ancient, Medieval Philosophy; 20th Century Philosophy; Pragmatism; Language Philosophy;
- Minored in English, studying: 20th century playwrights, 20th century poetry
- Followed Visiting Professor Garry Wills in 3 courses on the American Founding

Documents supporting this CV can be found in the .pdf Portfolio and on the LinkedIn Profile.