

# Jennifer Ismirle

University Outreach and Engagement  
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## Education

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- M.A. in Digital Rhetoric and Professional Writing, Michigan State University** Aug 2018  
Thesis: *Mobile user experience research methods & context of use: A systematic literature review*
- B.A. in Professional Writing, Michigan State University** Aug 2012  
Concentration: Writing in Communities and Cultures
- B.A. in English, Michigan State University** May 2008  
Concentration: Creative Writing

## Professional Experience

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- Senior User Experience Researcher** Aug 2017-Present
- User Experience Researcher** May 2014-Jul 2017
- User Experience Intern** Jan 2013-Apr 2014  
*Usability/Accessibility Research and Consulting, University Outreach and Engagement, MSU, East Lansing, MI*

- Lead and conduct usability evaluations of IT products (websites, software, etc.) using various methods, including 1-on-1 usability testing, focus groups, card sorting and findability validation, and heuristic reviews
- Collect and analyze extensive usability evaluation data to identify usability issues
- Provide actionable recommendations on how to improve and enhance user experiences
- Work with industry, government, higher education, and community

- Graduate Student Researcher** Nov 2017-May 2018  
*Dept. of Writing, Rhetoric, and American Cultures, MSU, East Lansing, MI*

- Assist with research project focused on collecting and analyzing collaboration experiences and the divide across academic and industry spheres
- Transcribe, code, and write about qualitative interview data

- E-Book Proofreader** Aug 2012-Feb 2014  
*Open Road Integrated Media, New York, NY*

- Proofread e-books for conversion errors with strict attention to small details
- Consistently met weekly deadlines for proofreading projects

- Planetarium Script Researcher** July 2012-Feb 2013  
*Dept. of Physics and Astronomy/Abrams Planetarium, MSU, East Lansing, MI*

- Researched specific scientific topics related to script, such as specific galaxy clusters that provide evidence of dark matter, and wrote portions of planetarium script

- Compiled and edited videos that demonstrate specific topics, by researching topic and inserting captions in videos to explain what is occurring to help animators understand

**Communications/Social Media Intern**

May 2012–Nov 2012

*Fenner Nature Center, Lansing, MI*

- Conducted usability testing of website and produced a recommendation report
- Promoted programs and encouraged interaction on Facebook page with various posts
- Analyzed audience and the success and appeal of page posts using Facebook Insights

**Writing Consultant**

Jan 2012–Aug 2012

*Writing Center, MSU, East Lansing, MI*

- Consulted one-on-one with students of varying levels to discuss how to improve their writing abilities and teach them techniques to use in the future
- Led a weekly multilingual conversation group of Chinese students to help improve their writing skills and help them adjust to American life at the university

**English as a Second Language Teacher** Feb 2009–Feb 2010; May 2010–Jun 2011*Avalon English, Seoul, South Korea*

- Taught elementary students English skills such as grammar usage, vocabulary, creative and essay writing, reading fluency, and speaking presentation

**Editorial Intern**

Sep 2008–Jan 2009

*The Bloomsbury Review, Denver, CO*

- Edited, fact-checked, and proofread book reviews, essays, and interviews
- Logged book reviews to spreadsheets and ordered books from publishers for fact-checking

**Publications**

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**Peer-reviewed Conference Proceedings**

**Ismirle, J.** (2018). Using experience maps to consider individual stories. In *Proceedings of the 36th ACM International Conference on the Design of Communication (SIGDOC '18)*, Article No. 18. Milwaukee, WI, USA: ACM. doi:10.1145/3233756.3233954

**Ismirle, J.**, Klautke, H., Swierenga, S. J., & O'Connell, L. (2017). Teleconsultation process for physicians working with ASD patients: Insights from a usability evaluation. In A. Marcus and W. Wang (Eds.), *DUXU 2017, Part III. LNCS, 10290*, 632–644. doi:10.1007/978-3-319-58640-3\_45

**Ismirle, J.**, O'Bara, I., Swierenga, S. J., & Jackson, J. (2016). Touchscreen voting interface design for persons with disabilities: Insights from usability evaluation of mobile voting prototype. In *Proceedings of the Human Factors and Ergonomics Society 2016 Annual Meeting, 60(1)*, 780–784. doi:10.1177/1541931213601179

**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.), *HCIBGO 2017, Part II. LNCS, 9752*, 159–170. doi:10.1007/978-3-319-39399-5\_16

Jackson, J. E., **Ismirle, J.**, Swierenga, S. J., Blosser, S. R., & Pierce, G. L. (2015). Joystick interaction strategies of individuals with dexterity impairments: Observations from the Smart Voting Joystick usability evaluation. In M. Antona & C. Stephanidis (Eds.), *UAHCI 2015, Part IV. LNCS, 9178*, 192–203. doi:10.1007/978-3-319-20687-5\_19

Swierenga, S. J., Zantjer, R. S., Jackson, J. E., **Ismirle, J.**, Blosser, S. R., & Pierce, G. L. (2015). Security implications for personal assistive technology in voting. In T. Tryfonas & I. Askoxylakis (Eds.), HAS 2015. *LNCS*, 9190, 582–591. doi:10.1007/978-3-319-20376-8\_52

Swierenga, S. J., Propst, D. B., **Ismirle, J.**, Figlan, C., & Coursaris, C. K. (2014). Mobile design guidelines for outdoor recreation and tourism. In F.F.-H. Nah (Ed.), HCIB/HCI 2014. *LNCS*, 8527, 371-378. Switzerland: Springer International. doi:10.1007/978-3-319-07293-7\_36

## Research Technical Reports

Klautke, H., **Ismirle, J.**, & Swierenga, S. J. (2019, June 28). *Mental Health Info for Teens (MHIT) website: Usability evaluation findings & recommendations*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

**Ismirle, J.**, Xu, E. Y., & Swierenga, S. J. (2019, March 29). *IMPART website usability evaluation report*. Funded by MHEF, Grant #R-1608-140357. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

**Ismirle, J.**, & Swierenga, S. J. (2018, September 28). *Medical Marijuana Background Check (MMBC) user interface heuristic evaluation report*. Funded by Michigan Department of LARA grant with MSU, Grant # BHCS/MSU FY18-Amd2. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Klautke, H., **Ismirle, J.**, Xu, E., & Swierenga, S. J. (2018, September 18). *Child Care Background Check provider user interface usability evaluation report*. Funded by Michigan Department of LARA grant with MSU, Grant # BHCS/MSU FY17-Amd1. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Swierenga, S. J., & Abujarad, F., **Ismirle, J.** (2018, March 16). *Michigan Workforce Background Check child care system: Consultants focus group 2 report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Swierenga, S. J., & **Ismirle, J.** (2017, December 21). *Michigan Workforce Background Check child care system: Providers focus group report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Swierenga, S. J., & **Ismirle, J.** (2017, December 21). *Michigan Workforce Background Check child care system: Consultants focus group report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Klautke, H., **Ismirle, J.**, & Swierenga, S. J. (2017, September 29). *Michigan Workforce Background Check child care: Provider user interface usability evaluation report*. Funded by Michigan Department of LARA grant with MSU, Grant # BHCS/MSU FY17-Amd1. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Swierenga, S. J., **Ismirle, J.**, & Klautke, H. (2017, August 31). *Michigan Workforce Background Check child care system: Focus group report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

O'Bara, I., Shink, H., George, M., & **Ismirle, J.** (2017, March 29). *Michigan Workforce Background Check mobile heuristic evaluation report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Quesenbery, W., Swierenga, S. J., Pierce, G. L., & **Ismirle, J.** (2016, December 11). *Contrast requirements: A white paper for the EAC-NIST Human Factors Public Working Group*. Retrieved from Center for Civic Design website: <https://civicdesign.org/projects/roadmap/>

**Ismirle, J.**, Klautke, H., O'Bara, I., & Swierenga, S. J. (2016, December 5). *Gerstacker/Mental Health Knowledge for Youth (MHKY): Information architecture findability study report*. Funded by

- Gerstacker Foundation, Grant #RG100699. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Quesenbery, W., Chisnell, D., Summers, K., Swierenga, S. J., Pierce, G. L., **Ismirle, J.**, & Sutton, J. (2016, November 29). *Scrolling on a ballot: A white paper for the EAC-NIST Human Factors Public Working Group*. Retrieved from Center for Civic Design website: <https://civicdesign.org/projects/roadmap/>
- Quesenbery, W., Chisnell, D., Summers, K., Swierenga, S. J., Pierce, G. L., **Ismirle, J.**, & Sutton, J. (2016, November 16). *Navigation from the review screen: A white paper for the EAC-NIST Human Factors Public Working Group*. Retrieved from Center for Civic Design website: <https://civicdesign.org/projects/roadmap/>
- Quesenbery, W., Chisnell, D., Summers, K., Swierenga, S. J., Pierce, G. L., & **Ismirle, J.** (2016, September 12). *Text size requirements recommendations for VVSG 2.0: A white paper for the EAC-NIST Human Factors Public Working Group*. Retrieved from Center for Civic Design website: <https://civicdesign.org/projects/roadmap/>
- Ismirle, J.**, Klautke, H., & Swierenga, S. J. (2016, September 2). *Michigan Workforce Background Check analyst user interface focus group 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*. Funded by Gerstacker Foundation, Grant #RG100699. 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.
- Jackson, J. E., Pierce, G. L., Blosser, S. R., **Ismirle, J.**, & Swierenga, S. J. (2015). *Use of personal assistive technologies in voting: Final report*. Deliverable for NIST, Award #60NANB14D265. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Swierenga, S. J., **Ismirle, J.**, Jackson, J. E., Pierce, G. L., Decloniemaclennan, R., Mathew, A. and Blosser, S. (2013). *Smart Voting Joystick for accessible voting machines*. Working Paper #009. Washington, DC: The Information Technology and Innovation Foundation, Accessible Voting Technology Initiative, Working Paper Series.
- Swierenga, S. J., Propst, D. B., **Ismirle, J.**, Rushlow, J., Figlan, C., and Coursaris, C. (2013). *U.S. Army Corps of Engineers, Corps Lakes Gateway mobile prototype: Usability evaluation report*. Deliverable for USDA/NIFA, Grant #2012-39573-20165. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Ismirle, J.**, Jackson, J., and Swierenga, S. J. (2013, February 25). *Michigan Workforce Background Check: Accessibility compliance evaluation*. Michigan Department of Licensing and Regulatory Affairs, Grant # BHP/MSU 2013. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Decloniemaclennan, R. N., **Ismirle, J.**, Figlan, C., & Swierenga, S. J. (2013, February 25). *Corps Lakes Gateway accessibility compliance evaluation*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

## Consulting Technical Reports

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

### UX Research and Evaluation Reports

**Ismirle, J.**, Ali, O., & Swierenga, S. J. (2019, June 10). *Liquid Web customer portal: Usability evaluation report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

**Ismirle, J.**, Ali, O., & Swierenga, S. J. (2019, May 16). *Humanities Commons user interface heuristic evaluation report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

**Ismirle, J.** (2019 February 2). *High-level competitor analysis: Patient care coordination tools*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

**Ismirle, J.**, Xu, E., & Swierenga, S. J. (2018, December 21). *Sparrow Senior Health "My Resource Network" website: High-level UI review*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

**Ismirle, J.**, Xu, E., & Swierenga, S. J. (2018, December 21). *Sparrow Senior Health "My Resource Network" website: Pilot study exit interviews report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

**Ismirle, J.**, Xu, E., & Swierenga, S. J. (2018, December 20). *Liquid Web consumer portal initial design feedback & considerations*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

**Ismirle, J.**, Xu, E., & Swierenga, S. J. (2018, October 3). *[National Restaurant Chain\*] consumer website: Mobile high-level user interface review*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

**Ismirle, J.**, Xu, E., & Swierenga, S. J. (2018, October 3). *[National Restaurant Chain\*] online ordering website: Mobile high-level user interface review*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Pierce, G. L., **Ismirle, J.**, & Swierenga, S. J. (2018, August 30). *LiveOn high-level accessibility and usability evaluation for Michigan State University Residential and Hospitality Services*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

**Ismirle, J.**, Klautke, H., Ochoa, C., & Swierenga, S. J. (2018, March 30). *Fulcrum platform usability evaluation report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Pierce, G. L., **Ismirle, J.**, & Swierenga, S. J. (2018, March 13). *LiveOn development site high-level accessibility evaluation for Michigan State University Residential and Hospitality Services*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Klautke, H. Ochoa, C., **Ismirle, J.**, & Swierenga, S. J. (2018, March 2). *The Men Are Now United Program (MANUP) – A diabetes self-management program for Black men: Focus groups final report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

**Ismirle, J.**, Klautke, H., & Swierenga, S. J. (2017, December 22). *JSTOR website usability evaluation report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

**Ismirle, J.**, Klautke, H., & Swierenga, S. J. (2017, August 31). *High-Level findings of hybrid usability evaluation of Pathfinder website*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

- Ismirle, J.**, & Swierenga, S. J. (2017, June 28). *Eat at State high-level usability evaluation for Michigan State University Residential and Hospitality Services*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- O'Bara, I., Klautke, H., George, M., **Ismirle, J.**, & Swierenga, S. J. (2017, April 28). *CATA Trip Planner prototype: Heuristic evaluation report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Ismirle, J.**, Shink, H., Klautke, H., O'Bara, I., & Swierenga, S. J. (2017, April 28). *User feedback on CATA Trip Planner prototype (supplement to heuristic evaluation)*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- 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.**, 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., & Swierenga, S. J. (2016, March 2). *[Insurance Software\*] website concept designs review*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Ismirle, J.**, Potts, L., Jackson, J. E., & Swierenga, S. J. (2015, July 23). *TechSmith: [Redacted\*] usability evaluation final report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Ismirle, J.**, Zantjer, R., Sommer, A., Decloniacmacleannan, T., Deaton, P., Jackson, J. E., Swierenga, S. J. (2015, April 29). *State of Michigan Department of Environmental Quality: MiWaters website usability evaluation report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Potts, L., Jackson, J., **Ismirle, J.**, Sawaya, S., & Swierenga, S. J. (2015, January 30). *TechSmith: [Redacted\*] usability evaluation final report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Potts, L., **Ismirle, J.**, Sawaya, S., & Zantjer, R. (2015, January 13). *MSU EBS/HR payroll system: Administrative Services usability evaluation report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Potts, L., **Ismirle, J.**, Sawaya, S., & Zantjer, R. (2015, January 13). *MSU EBS/HR payroll system: Manager Services usability evaluation report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Potts, L., **Ismirle, J.**, Sawaya, S., & Zantjer, R. (2015, January 13). *MSU EBS/HR payroll system: My Services usability evaluation report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Ismirle, J.**, Sawaya, S., Byle, A., & Swierenga, S. J. (2014, September 26). *MSU Infrastructure Planning and Facilities website: Usability evaluation report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Ismirle, J.**, Sawaya, S., Byle, A., & Swierenga, S. J. (2014, September 10). *MSU Infrastructure Planning and Facilities: Campus visitors focus group report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Ismirle, J.**, Sawaya, S., Byle, A., & Swierenga, S. J. (2014, September 10). *MSU Infrastructure Planning and Facilities: Staff focus group report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Deaton, P., Sawaya, S., **Ismirle, J.**, & Jackson, J. (2014, May 12). *Lake Trust heuristic evaluation report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

**Ismirle, J.**, Jackson, J., Byle, A., & Swierenga, S. J. (2014, March 25). *MSU EBS: Unit Administrator focus group report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Jackson, J., Byle, A., **Ismirle, J.**, & Swierenga, S. J. (2014, March 13). *MSU EBS: Manager Self-Service focus group report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Jackson, J., **Ismirle, J.**, Byle, A., & Swierenga, S. J. (2014, March 12). *MSU EBS: Employee Self-Service focus group report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Jackson, J., **Ismirle, J.**, Decloniemaclennan, R., Byle, A., Nemchik, J., Casey, C., and Swierenga, S. J. (2013, December 20). *EBS Portal in-depth interviews report: Experiences and perceptions of experienced users*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Decloniemaclennan, R., Nemchik, J., **Ismirle, J.**, and Swierenga, S. J. (2013, August 5). *Kadant website: Heuristic evaluation report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Decloniemaclennan, R., Nemchik, J., **Ismirle, J.**, and Swierenga, S. J. (2013, July 11). *Jackson National Life intranet website: Usability evaluation report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

**Ismirle, J.**, and Swierenga, S. J. (2013, June 13). *State of Michigan MiBridges website: Usability evaluation report, V1.1*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Swierenga, S. J., **Ismirle, J.**, and Quill, L. (2013, April 17). *State of Michigan Bridges website: Usability evaluation report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

#### Information Architecture Reports and Deliverables

**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., & 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.

Righi, C., Faltin, L., **Ismirle, J.**, Zantjer, R., & Swierenga, S. J. (2015, March 5). *State of Michigan Treasury: Validation study results and refined information architecture report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Righi, C., Faltin, L., **Ismirle, J.**, Zantjer, R., & Swierenga, S. J. (2015, March 5). *State of Michigan Treasury: Refined information architecture*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Righi, C., Faltin, L., **Ismirle, J.**, Zantjer, R., Sawaya, S., & Swierenga, S. J. (2015, February 6). *State of Michigan Treasury: Card sort study and candidate information architecture report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

- Righi, C., Faltin, L., **Ismirle, J.**, Zantjer, R., Sawaya, S., & Swierenga, S. J. (2015, February 6). *State of Michigan Treasury: Candidate information architecture*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Ismirle, J.**, Sawaya, S., Zantjer, R., Byle, A., Swierenga, S. J., & Righi, C. (2015, January 20). *State of Michigan Treasury: Business taxpayers and preparers focus group report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Ismirle, J.**, Sawaya, S., Zantjer, R., Byle, A., Swierenga, S. J., & Righi, C. (2015, January 20). *State of Michigan Treasury: Individual taxpayers and preparers focus group report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Ismirle, J.**, Zantjer, R., Decloniemaclennan, T., George, M., Byle, A., Sawaya, S., Jackson, J., Swierenga, S. J., & Righi, C. (2014, November 21). *State of Michigan Treasury: Content inventory*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Righi, C., Jackson, J., **Ismirle, J.**, Sawaya, S., Deaton, P., & Swierenga, S. J. (2014, July 7). *State of Michigan Department of Environmental Quality: Refined information architecture and content guidelines*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Righi, C., Jackson, J., **Ismirle, J.**, Sawaya, S., Deaton, P., & Swierenga, S. J. (2014, June 20). *State of Michigan Department of Environmental Quality: Validation study results and analysis and revised information architecture*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Righi, C., Jackson, J., **Ismirle, J.**, Sawaya, S., Deaton, P., & Swierenga, S. J. (2014, June 20). *State of Michigan Department of Environmental Quality: Revised candidate information architecture used for validation testing*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Righi, C., Jackson, J., **Ismirle, J.**, Sawaya, S., Deaton, P., & Swierenga, S. J. (2014, May 15). *State of Michigan Department of Environmental Quality: Candidate information architecture from card sort data*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Righi, C., Jackson, J., **Ismirle, J.**, Sawaya, S., Deaton, P., & Swierenga, S. J. (2014, May 15). *State of Michigan Department of Environmental Quality: Card sorting, and information architecture interim report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Ismirle, J.**, Byle, A., Sawaya, S., Jackson, J., Swierenga, S. J., & Righi, C. (2014, May 15). *State of Michigan Department of Environmental Quality: Information mining focus group report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Ismirle, J.**, Byle, A., Sawaya, S., Jackson, J., Swierenga, S. J., & Righi, C. (2014, May 15). *State of Michigan Department of Environmental Quality: Regulatory focus group report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

#### Accessibility Evaluation Reports and Consulting

- Pierce, G. L., Jackson, J. E., & **Ismirle, J.** (2014, November 5). *[Multinational Clothing Retailer\*] product image alternative text examples*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Ismirle, J.**, Nemchik, J., Casey, C., and Swierenga, S. J. (2013, June 3). *State of Michigan MiBridges: Accessibility audit report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
- Ismirle, J.**, Swierenga, S. J., and Pierce, G. L. (2013, March 11). *State of California Department of Workers Compensation PDFs: Accessibility compliance evaluation report*. State of California



Agreement # 41030030 A-2. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

## Presentations

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Deaton, P. J., & **Ismirle, J.** (2018, September 13). Developing accessibility training strategies in higher ed [Webinar]. In *3Play Media Webinar series*. Retrieved from <https://www.3playmedia.com/resources/recorded-webinars/wbn-09-13-2018-michigan/>

Swierenga, S. J., & **Ismirle, J.** (2017, August 18). *UOE accessibility training: Survey results*. Presentation at the MSU University Outreach and Engagement Annual Retreat, Laingsburg, MI.

## Conference Presentations

Opel, D., **Ismirle, J.**, & Swierenga, S. J. (2019, June 2). *Facilitating community care coordination through an online referral system*. Poster presentation at the AcademyHealth Annual Meeting, Digital Technologies, Data, and Data Science session, Washington, DC.

**Ismirle, J.**, & Swierenga, S. J. (2018, December 7). *Discovering accessibility training needs to develop an organizational strategy*. Presented at the Michigan State University Accessible Learning Conference, East Lansing, MI.

**Ismirle, J.** (2018, August 4). *Using experience maps to consider individual stories*. Presented at the 36th ACM International Conference on the Design of Communication (SIGDOC '18), Milwaukee, WI.

**Ismirle, J.**, Deaton, P. J., Swierenga, S. J., Schweitzer, J. H., & Pierce, G. L. (2018, March 21). *Developing accessibility training strategies in higher education*. Presented at the 33rd CSUN Assistive Technology Conference, San Diego, CA.

Riebschlegar, J., Cavanaugh, D., **Ismirle, J.**, & Swierenga, S. J. (2018, March 5). *Teamwork to develop a website for children of parents with a mental illness*. Presentation at the Annual Research & Policy Conference on Child, Adolescent, and Young Adult Mental Health Conference, Tampa, FL.

**Ismirle, J.** (2017, December 1). *Mobile usability testing*. Presented at the Michigan State University Accessible Learning Conference, East Lansing, MI.

**Ismirle, J.** (2017, August 11). *Supporting infrequent use: Digital users as learners*. Poster presented at the SIGDOC Student Research Competition (Graduate Division), Halifax, Nova Scotia, Canada.

**Ismirle, J.**, Klautke, H., Swierenga, S. J., & O'Connell, L. (2017, July 12). *Teleconsultation process for physicians working with ASD patients: Insights from a usability evaluation*. Paper presented at the 19th International Conference on Human-Computer Interaction, Vancouver, Canada.

**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*. Presentation at the 31st Annual CSUN International Technology & Persons with Disabilities Conference, San Diego, CA.

Jackson, J. E., **Ismirle, J.**, Swierenga, S. J., Blosser, S. R., & Pierce, G. L. (2015, August 6). *Joystick interaction strategies of individuals with dexterity impairments: Observations from the Smart Voting Joystick usability evaluation*. Paper presented at the 17th International Conference on Human-Computer Interaction, Los Angeles, CA.

Swierenga, S. J., Zantjer, R. S., Jackson, J. E., **Ismirle, J.**, Blosser, S. R., & Pierce, G. L. (2015, August 5). *Security implications for personal assistive technology in voting*. Paper presented at the 17th International Conference on Human-Computer Interaction, Los Angeles, CA.

### **Guest Lectures & Workshops**

**Ismirle, J.**, & Swierenga, S. J. (2018, March 14). *Usability evaluation overview and interactive demonstration*. Class lecture presented to Media and Information 450: Human-Centered Technology, Michigan State University, East Lansing, MI.

**Ismirle, J.**, & Swierenga, S. J. (2018, March 13). *Usability evaluation overview and interactive demonstration*. Class lecture presented to Media and Information 845: Usability and Accessibility, Michigan State University, East Lansing, MI.

**Ismirle, J.** (2018, January 30). *Experiences as UX researcher*. Guest presenter to XA Club, Michigan State University, East Lansing, MI.

**Ismirle, J.**, & Swierenga, S. J. (2017, November 7). *Usability evaluation overview and interactive demonstration*. Class lecture presented to Media and Information 450: Human-Centered Technology, Michigan State University, East Lansing, MI.

**Ismirle, J.** (2016, November 15). *Conducting usability testing evaluation*. Class lecture presented to Media and Information 450: Human-Centered Technology, 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 Experience Design, Michigan State University, East Lansing, MI.

**Ismirle, J.** (2015, November 24). *Conducting usability testing evaluation*. Class lecture presented to Media and Information 450: Human Computer Interaction and Experience Design, Michigan State University, East Lansing, MI.

Swierenga, S. J., & **Ismirle, J.** (2015, May 27). *User experience techniques workshop*. Presented to [Regional Health Insurance Organization\*] and [Regional Health Care Organization\*] web developers and marketing and content strategist and managers, East Lansing, MI.

### **Major UX Research Projects**

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#### **Mental Health Information for Teenagers Website Design Project, 2016-2019**

The mission of the Mental Health Information for Teens (MHIT) website is to provide accurate, non-stigmatized mental health information for young people, and especially for those with a family member, often a parent, that has a mental illness. An information architecture for the website was developed in conjunction with the MSU School of Social Work. User needs and feedback were collected from youth (12-17 years old) via focus groups that included card sorts and through a findability validation study for a candidate information architecture. Content is being developed for the MHIT website with a focus on continuing to involve youth to test, develop, and enhance the website. A usability evaluation of a prototype version with draft content was conducted in April of 2019 with pairs of teenagers trying website tasks on a tablet and giving feedback.

### **Mobile User Experience Research Methods & Context of Use: A Systematic Literature Review (Master's Thesis), 2017-2018**

With the rapid growth and development of mobile technologies, there is a need for examination of current mobile UX research to understand whether the methods being used have or are evolving (e.g., into the wild) and how mobile context of use may be considered for these types of studies. This thesis describes a systematic literature review to understand the types of methods, evaluation settings, procedures, focuses, study designs, tools, and context considerations used for mobile UX research. Overall, the results indicate a further push into the "wild" or field settings and a broadening of UX mobile research and contextual considerations through the use of more open and less restrictive methods, conducting research in dynamic environments of use over semi-longitudinal time periods, and the use of a range of methods and tools based on the goals and context of each study to allow for greater understanding of impacts and performance. However, further research and consideration are needed for the inclusion of a broader range of experiences and user or social contexts to continue to understand and meet the needs of humans and their ever expanding and evolving technological ecosystems.

### **UOE Accessibility Training Survey, 2017-2018**

To understand the state of accessibility awareness, knowledge, and training completed across the personnel of MSU University Outreach and Engagement, a survey was conducted in 2017 and in 2018. The survey included questions asking participants about: the types of documents or content they typically create as part of their job, their level of expertise with different types of technology, their confidence levels for creating accessible documents, accessibility training they had completed, and what is required by MSU's web accessibility policy. Additional information is available at [uarc.msu.edu/uoesurvey/](http://uarc.msu.edu/uoesurvey/)

### **Public Transportation Website User Experience Evaluations, 2016-2017**

A series of user experience evaluations were conducted for the Capital Area Transportation Authority (CATA) as part of a redesign process focused on making the website more responsive and mobile friendly. These evaluations included a usability evaluation with five user groups (senior citizens over 62 years old, undergraduate college students, youth between the ages of 12-17, downtown commuters, and blind adults) and an accessibility compliance evaluation of the in-progress website, and recommendations were provided to enhance the usability and accessibility of the website. In addition, a series of evaluations were conducted on a "Trip Planner" prototype, including a high-level accessibility review, heuristic evaluation on mobile and desktop platforms, and brief user feedback sessions with college students trying the prototype on their mobile devices.

### **Physician-ASD Specialist Teleconsultation Usability Evaluation, 2016**

To assess the potential of a teleconsultation process developed by the MSU Department of Pediatrics and Human Development, which would provide primary care physicians with access to expertise of an autism spectrum disorder (ASD) specialist, a usability evaluation was conducted. This evaluation used standard usability metrics for analysis and examined the communication quality and interaction between the two participating parties of the teleconsultations to determine enhancement recommendations for the overall teleconsultation process.

### **Mobile Voting Usability Evaluation, 2015-2016**

Using specifications gathered from previous relevant research (such as studies involving button size, spacing, and position; font size; screen gestures, etc.), an accessible mobile

voting user interface was designed and created with universal design principles in mind. A usability evaluation study was conducted with various user groups, including individuals with motor and dexterity impairments, low vision, dyslexia, and a control group with no disabilities to determine insights for touchscreen voting interface design.

### **State of Michigan Information Architecture Projects, 2014 and 2015**

Several user experience techniques were employed to develop new website information architectures for the Michigan Department of Environmental Quality (2014) and the Michigan Department of Treasury (2015). These projects included conducting a content inventory of each of these websites, facilitating focus groups with two key stakeholder groups for each department, conducting large scale remote card sorting and validation studies, and developing and refining candidate information architectures.

### **MSU HR Payroll Portal User Experience Evaluation, 2013-2015**

To assist the MSU HR and payroll system development team in making improvements to the portal for this system at strategic points in the redesign process, a multi-year project was conducted which included subject matter expert interviews, focus groups with three key stakeholder groups, and usability testing of the prototype portal website.

### **Smart Voting Joystick Usability Evaluation, 2013**

The Smart Voting Joystick is a user interface device designed to improve accesses to private, independent, and user friendly voting for individuals with motor and dexterity related disabilities. A usability evaluation study was conducted to gather feedback from users with representative disabilities and to determine recommendations for improving the Smart Voting Joystick. This study contributed to research literature regarding how individuals with motor and dexterity related disabilities use joysticks to vote and to interact with information technology.

## **Professional Organizations**

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- Association for Computing Machinery (Feb 2017-Present)
- Human Factors and Ergonomics Society (Jul 2016-Dec 2017)
- User Experience Professionals Association (Sep 2015-Present)
- Ladies That UX (Aug 2015-Present)
- Michigan Interaction Design Association (Oct 2012-Present)