

Jason Cornwell

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Interaction Design | Development | Usability | User Experience

EXPERIENCE

2007 - Present VMware, Inc. Palo Alto, CA

Interaction Designer

Designed VMware's next generation web platform for virtual infrastructure management
Designed tools to manage the development and deployment of virtual appliances.
Developed in-house tools for managing data from user research.

2008 Postbox, Inc. San Francisco, CA

User Experience Consultant

Designed the overall navigation, rich media views, search, tagging, and rich message compose features of Postbox, an email client launched at Techcrunch 08.
Conducted user research to help drive the design process.

2006 - 2007 Carnegie Mellon University Pittsburgh, PA

Research Programmer, CogTool Project

Developed CogTool, an application that allows interaction designers to quickly mock up user interfaces and then calculates detailed performance predictions of experts manipulating those interfaces
Designed and developed visualizations of the behavior and performance of both model users and real users
Integrated NASA's CORE cognitive architecture into CogTool.

2005 Carnegie Mellon University Pittsburgh, PA

CSCW Researcher, RADAR Project

Designed and ran user studies on an intelligent email assistant for webmasters
Developed specialized event logging and analysis software for automatic recording of experimental data

2001 - 2005 The University of Pennsylvania Philadelphia, PA

Research Programmer, PMFserv & LeaderSim Projects

Designed, user-tested, and implemented the user interface for PMFserv, an emotional agent architecture intended for use by social scientists and LeaderSim, a geopolitical simulation / game built with PMFserv agents

EDUCATION

2005 - 2007 Carnegie Mellon University Pittsburgh, PA

Masters Degree - Human Computer Interaction

GPA: 3.98

Selected Projects:

Usability analysis of tablet-based math skills training program for 4th graders
Design of MarketMate: a robotic shopping assistant
Redesign of 2008 Cadillac Escalade XM Radio
Design and implementation of people-finder service for Windows Mobile
Design of mobile blogging thin client for Microsoft Research Design Expo
Design and implementation of gesture-driven media playback system using gyroscopic mice

For detailed descriptions of these and other projects, visit my portfolio site:
<http://www.jasoncornwell.net>

1997-2001 Pennsylvania State University State College, PA

Undergraduate Degree - Cognitive Psychology

Thesis: Using genetic algorithms to grow models of development in ACT-R
Honors B.S. in Psychology with Distinction, Quantification option
Psychology GPA: 3.85 / 4.00 General GPA: 3.75 / 4.00
Enrolled in Schreyer Honors College, graduated Cum Laude

METHODOLOGIES

Contextual Inquiry / Design, Think-Aloud User Studies, Heuristic Evaluation, Keystroke Level Modeling, Cognitive Walkthrough, Directed Storytelling, Wizard-of-Oz Studies, Affinity Diagramming, Personas and Scenarios, Storyboarding, Wireframing, Prototyping (paper and interactive), Artifact Walkthrough, Bodystorming, MakeTools and Cultural Probes

PUBLICATIONS

Cornwell J B., Fette I., Hsieh G., Prabaker M., Rao J., Tang K., Vaniea K., Bauer L., Cranor L., Hong J., McLaren B., Reiter M., Sadeh N. "User-Controllable Security and Privacy For Pervasive Computing", Accepted to the 8th IEEE Workshop on Mobile Computing Systems and Applications (HotMobile 2007).

Zimmerman, J., Tomasic, A., Simmons, I., Hargraves, I., Konhkern, K., Cornwell, J B., McGuire, R. "VIO: a mixed initiative approach to learning and automating procedural update tasks." Accepted to the 2007 SIGCHI conference on human factors in computing systems (CHI 2007).

Cornwell, J B., O'Brien, K., Silverman, B G., Toth, J A. (2003) "Affordance Theory for Improving the Rapid Generation, Composability, and Resuability of Synthetic Agents and Objects." *Proceedings of the Twelfth Conference on Computer-Generated Forces and Behavior Representation*, SISO.

Cornwell, J B., Silverman, B G., O'Brien, K., Johns, M. (2002). "A Demonstration of the PMF-Extraction Approach: Modeling the Effects of Sound on Crowd Behavior." *Proceedings of the Eleventh Conference on Computer-Generated Forces and Behavior Representation*, SISO.

Silverman, B G., Johns, M., Weaver, R., O'Brien, K., Silverman, R., Cornwell, J B. (2002) "Human Behavior Models for Game-Theoretic Agents: Case of Crowd Tipping." *Cognitive Science Quarterly*, Fall 2002.

DEVELOPMENT

Programming Languages and Tools

Python (wxPython), Java (swing, SWT), Objective-C, C#, Javascript (jQuery), HTML, CSS

Software

OmniGraffle, Adobe Creative Suite (Fireworks, Flash, Photoshop), Eclipse, XCode, Microsoft Visual Studio, Digidesign Pro-Tools, Microsoft Visio, etc.

WEB PORTFOLIO

<http://www.jasoncornwell.net>