

Andrew L. Meyer

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EDUCATION

Stanford University, Stanford, CA

MS Management Science, and Engineering, expected 6/10

BS Science, Technology, & Society, expected 6/09

Concentration: Human-Computer Interaction (HCI)

Design Projects Include: "My Rx Advisor"— mobile application helping travelers locate/purchase prescription drugs
"ShowerSaver" — in-shower display using persuasive technology to encourage shorter showers

Cumulative GPA: 3.86/4.00

Oxford University, Oxford, England

(4/07 – 7/07)

Completed intensive tutorial on "technology and ethics" resulting in 65-page body of work

PUBLICATIONS

- *Beyond Usability: Evaluating Emotional Response as an Integral Part of the User Experience* (4/09)
Paper accepted to CHI 2009 conference, to be published by ACM CHI (with A. Agarwal)
Accessible at <http://napkintech.com/papers>
- *Towards an Experimental Methodology for Studying Persuasion-Based Online Security*
Paper accepted to CHI 2009 conference, to be published by ACM CHI (co-author) (4/09)

EMPLOYMENT

Usability Analyst Intern, **Salesforce.com**, San Francisco, CA

(6/08 – 9/08)

- Developed methods for incorporating user "emotion" into usability/design practices—Conducted competitive usability analysis measuring emotional response in addition to traditional usability metrics
- Researched literature, developed "emotion" metrics, scripted tasks, tested 24 participants, evaluated results
- Conducted usability testing, collaborated with designer/PM on content feature integration with Google Apps
- Designed and prototyped Salesforce homepage tabs to conform to best practices

RESEARCH

Research Assistant, **CHIME Lab**, Stanford, CA under professor Clifford Nass

(1/08 – present)

- Developing research questions and study procedures for project funded by Visa, Inc. and project funded by Nokia
- Designing and conducting usability studies, performing heuristic evaluations, reviewing literature, evaluating results
- Identifying design improvements for Visa to improve users' "feelings of security" on web
- Testing and evaluating text feedback recommendation system based on voice call content

Visiting Researcher, **The Future of Humanity Institute**, Oxford, England

(6/07 – 7/07)

- Researched literature, conducted studies, interviewed experts to "assess the accuracy of technological forecasts" while internina at Oxford University

LEADERSHIP

President and Founder, **Stanford Nonprofits**, Stanford, CA

(10/06 – present)

- Conceived and founded organization matching students with the boards of directors of Bay Area nonprofits for year long apprenticeships
- Recognized the nonprofit sector's "leadership deficit" and initiated Stanford Nonprofits as small-scale solution
- Securing funding, coordinating partnerships with nonprofits, overseeing recruiting and events

Semi-finalist, **Stanford Entrepreneurship Challenge** Stanford, CA

(5/08)

- Awarded for business plan and presentation on artificial intelligence engine
- Received offer with local incubator/venture capital firm to join university funding program

Resident Assistant (RA), **Stanford Residential Education**, Stanford, CA

(8/07 – 6/08)

- Managed a university residence of 81 ethnically diverse freshmen
- Built community by assessing the psychological and academic needs of residents and executing dorm programs
- Oversaw total inflow and outflow of \$100,000 in dorm funds during academic year
- Enforced University rules and regulations resulting in a safe, orderly and enjoyable living environment

ACTIVITIES

Member, **Stanford Men's Ultimate Frisbee Team**, Stanford, CA

(9/05 – 3/08)

Resident Assistant (RA), **Sigma Nu Fraternity**, Stanford, CA

(9/08 – present)

AWARDS Piedmont Birdcalling Champion – Appeared live on *The Late Show with David Letterman* (2005)

SKILLS Proficient with Java/HTML/CSS; MS PowerPoint, Excel; Adobe Photoshop, Illustrator, and Premier