

Alan Benson

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Summary

Customer experience professional with extensive experience in customer analytics, information architecture, qualitative and quantitative customer research, Human Factors, and web analytics.

Professional Experience

Hewlett Packard/Compaq Computer Corporation - Houston, Texas

Senior Data Analyst

Analytics and Research Group - August 2004 to Present

Use customer data to drive increases in ROI and satisfaction in both on- and offline commerce for business units throughout HP. Use diverse data sources ranging from Dun and Bradstreet and Harte Hanks data, to internal sales and CRM databases and web site clickstream data. Continued involvement in online satisfaction measurement as research lead for corporate web satisfaction team.

- Developed models of customer IT spending based on publicly available data sources
- Built customer satisfaction simulations tools to allow “what if” simulations of online satisfaction
- Collected business requirements, developed surveys, analyzed data, and reported results back to business owners
- Resident expert on using click-stream data for insight into web site user experience issues

Team Lead, Research Group

Analytics, Research, and Consulting July 2002 to August 2004

Coordinated and conducted web research activities across HP web assets worldwide, using clickstream, satisfaction, and online usability test data. Requested change to individual contributor status to facilitate technical growth.

- Mentored junior team members on research techniques
- Used experimental design and statistical tools to recommend and validate user interface improvements based on clickstream data
- Developed infrastructure and methodologies to integrate online satisfaction data with clickstream data in order to drive improvement in online satisfaction
- Supervised team members who were coordinating company-wide satisfaction measurement programs and conducting remote usability testing
- Developed text mining program to facilitate the use of unstructured customer feedback

Manager, Research, Information Architecture, and Analytics

E-Marketing and User Experience Group - April 1999 to July 2002

Coordinated research, information architecture, and the use of web analytics resources for Compaq's corporate web group. Responsibilities included user interface development for company-wide external web applications as well as cross-divisional areas of the compaq.com site. Directed customer researchers and information architects from within the Research, IA, and Analytics group as well as external web design firms and research vendors.

- Managed quantitative customer research for worldwide web team, including traditional usability testing, remote usability testing, focus groups, and contextual research
- Coordinated information architecture activities to ensure consistency and quality on Worldwide and North America projects
- Managed online customer satisfaction effort for compaq.com websites
- Drove the use of web analytics resources to improve the user experience and increase conversion level for e-commerce sites

Human Factors Engineer

Human Factors Department - March 1994 to April 1999

Provided usability and UI design support to web and software development teams throughout Compaq. Software development projects ranged from network management applications to consumer-focused applications. Web projects ranged from intranet to partner-facing web applications and public-facing sites.

- Extensive experience planning, running, analyzing, and reporting the results of usability studies
- Conducted contextual inquiry projects both in the US and internationally
- Developed user interface designs and prototypes based on user-centered design principles
- Created a user interface style guide for internal and external application developers
- Consulted on a wide variety of user interface design issues with teams throughout Compaq

HaL Computer Systems - Austin, Texas

Human Factors Intern

Human Factors Department - May 1993 to August 1993

Worked as a summer co-op with application development and SGML browser development teams in a small UNIX software lab

- Planned, conducted, and analyzed user studies
- Provided design recommendations based on a corporate style guide

IBM Corporation - San Jose, California

Human Factors Co-op

AD/Cycle UI Architecture and design department - July 1991 to June 1992

One year co-op position working with application development teams throughout the development cycle

- Built various object-oriented user interface prototypes using SmallTalk
- Designed and conducted usability studies

New Mexico State University - Las Cruces, New Mexico

Teaching assistant

Psychology Department - September 1988 to March 1994

Discussion leader for several Introductory Psychology classes, instructor for a junior-level Cognitive Psychology class, lab assistant for graduate statistics.

Research Assistant

Psychology Department - September 1988 to March 1994

Designed, conducted and analyzed research for projects involving visual attention, neural network modeling and skill development.

Maricopa Medical Center - Phoenix, Arizona

Management Assistant

Radiology Department - January 1984 to September 1988

Coordinated quality assurance, billing, and payroll activities for a large radiology department with 70 employees and an annual revenue of over seven million dollars.

Tools

SAS STAT and data step program, SAS Text Miner, SQL querying, advanced use of MS Excel

Patents

1. *Method and system for site path evaluation using web session clustering*, US Patent Office Serial code 891989, Yu; Qingfeng; Lakshminarayan; Choudur K.; Benson; Alan

2. Second patent submission in progress as of February 21, 2006; application being made through HP's patent program

Education

New Mexico State University

Las Cruces, New Mexico

MA, Experimental Psychology, June 1991 (GPA 4.0/4.0)

Currently ABD in Cognitive Psychology

Northern Arizona University

Flagstaff, Arizona

BS, Psychology/Medical Radiography, December 1984 (GPA 3.64/4.0)

References available upon request