

Jennifer Ismirle

University Outreach and Engagement
Kellogg Center
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Education

- 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

- User Experience Researcher** May 2014-Present
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 using various methods, including 1-on-1 usability testing, focus groups, 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
- 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

Peer-reviewed Conference Proceedings

Ismirle, J., O'Bara, I., Jackson, J. E., Swierenga, S. J. (in press). Touchscreen voting interface design for persons with dexterity impairments: Insights from usability evaluation of mobile voting prototype. *Lecture Notes in Computer Science*. Heidelberg, Germany: Springer-Verlag.

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.), *Lecture Notes in Computer Science: Vol. 9178. Universal Access in Human-Computer Interaction: Access to the Human Environment and Culture* (pp. 192–203). Switzerland: Springer International.

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.), *Lecture Notes in Computer Science: Vol. 9190. Human Aspects of Information Security, Privacy, and Trust* (pp. 582–591). Switzerland: Springer International.

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.), *Lecture Notes in Computer Science: Vol. 8527. Human-Computer Interaction in Business* (pp. 371-378). Switzerland: Springer International.

Research Technical Reports

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.

Consulting Technical Reports

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

Usability Evaluation Reports

Ismirle, J., O'Bara, I., & Swierenga, S. J. (2016, March 2). *[Redacted*] Website Concept Designs Review*. 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.

Ismirle, J., Potts, L., Jackson, J. E., & Swierenga, S. J. (2015, July 23). *TechSmith: Camtasia Studio Usability Evaluation Final Report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Ismirle, J., Zantjer, R., Sommer, A., Decloniemaclennan, 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 Corporation: Snagit 13 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
- 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 Cart 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). *[Redacted*] 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.
- 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.

Presentations

- Ismirle, J.** & O'Bara, I. (2016, March 30). *Conducting Usability Testing Evaluation*. Class lecture presented to Media and Information 450: Human Computer Interaction and User Experience Design, Michigan State University, East Lansing, MI.
- Jackson, J. E., **Ismirle, J.**, O'Bara, I., & Swierenga, S. J. (2016, March 25). *Touchscreen user interface design for persons with dexterity impairments*. Presented at the 31st Annual CSUN International Technology & Persons with Disabilities Conference, San Diego, CA.
- Ismirle, J.** (2015, November 24). *Conducting Usability Testing Evaluation*. Class lecture presented to Media and Information 450: Human Computer Interaction and User Experience Design, Michigan State University, East Lansing, MI.
- Jackson, J. E., **Ismirle, J.**, Swierenga, S. J., Blosser, S. R., & Pierce, G. L. (2015, August). *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). *Security implications for personal assistive technology in voting*. Paper presented at the 17th International Conference on Human-Computer Interaction, Los Angeles, CA.
- Swierenga, S. J., & **Ismirle, J.** (2015, May). *User Experience Techniques Workshop*. Presented to *[Redacted*]* and *[Redacted*]* web developers and marketing and content strategist and managers, East Lansing, MI.

Swierenga, S. J., Propst, D. B., **Ismirle, J.**, Figlan, C., and Coursaris, C. K. (2014, June). *Mobile design guidelines for outdoor recreation and tourism*. Paper presented at the 16th International Conference on Human-Computer Interaction, Crete, Greece, June 22-27.

Decloniemaclennan, R., Nemchik, J., **Ismirle, J.**, Jackson, J., Pierce, G. L., & Swierenga, S. J. (2014, March). *Research-based mobile usability and accessibility guidelines*. Presented at the 29th Annual CSUN International Technology & Persons with Disabilities Conference, San Diego, CA.

Swierenga, S. J., **Ismirle, J.**, Jackson, J. E., Pierce, G. L., Decloniemaclennan, R., Mathew, A., & Blosser, S. (2014, January). Piloting Accessible Voting Technology in the Field: Smart Voting Joystick [Webinar]. In *NIST Accessible Voting Technology Webinar Series*. Gaithersburg, MD: Department of Commerce, National Institute of Standards and Technology.

Projects

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 is being conducted with various user groups, currently including individuals with motor and dexterity impairments, low vision, dyslexia, and a "control" group (with plans to include other groups).

State of Michigan Information Architecture Projects, 2014 and 2015

Several user experience techniques were employed to develop a new website information architecture 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

Multi-year project to assist the MSU HR and payroll system development team in making improvements to the portal for the system at strategic points in the redesign process. Project 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

User Experience Professionals Association (Sep 2015-Present)

Ladies That UX (Aug 2015-Present)

Michigan Interaction Design Association (Oct 2012-Present)

View Jennifer Ismirle's profile on LinkedIn, the world's largest professional community. Jennifer has 5 jobs listed on their profile. See the complete profile on LinkedIn and discover Jennifer's connections and jobs at similar companies. View Jennifer Ismirle's full profile to. See who you know in common. Get introduced. Contact Jennifer directly. Join to view full profile. People also viewed.