
Emma J. Rose, PhD

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Assistant Professor

University of Washington, Tacoma

2013 – present Writing Studies, Interdisciplinary Arts & Sciences
Innovative interdisciplinary researcher focuses on understanding the impact of resource constraints on vulnerable populations and the design and research of their intersections. Interests and influences: Technical communication, user-centered design, human centered design, participatory design, usability, user experience, and digital inclusion.

Education

Ph.D. Human Centered Design & Engineering

University of Washington, Seattle

2011 Dissertation: Investigating Resource-Constrained Populations: Developing Design Approaches to Support Agency and Reciprocity.
Committee: Dr. Beth Kolko (chair), Dr. Judy Ramey, Dr. Mark Zachry, Dr. Jennifer Turns

Masters of Science in Technical Communication

University of Washington, Seattle

2002 Funded research projects included creating technical documentation to support expert users of medical software and evaluating the usability of traveler information.

Bachelor of Arts in English

Duquesne University, Pittsburgh, PA

1995 Emphasis in Creative Writing, Minor in Psychology

Publications

Journal articles (peer reviewed)

- 2011 Kolko, B, Putnam, C., Johnson, & E. & **Rose, E.** "Reflection on research methodologies for ubicomp in developing contexts." *Personal and Ubiquitous Computing*, 15(6), 575-583.
- 2009 Putnam, C., **Rose, E.**, Johnson E.J., Kolko, B. "Adapting User-Centered Design Methods to Design for Diverse Populations" *Information Technologies & International Development*, Special Issue on Human Computer Interaction for Development. Vol 5, Issue 4, Winter 2009.

Conference papers (peer reviewed)

- 2012 Racadio, R., **Rose, E.**, Boyd, S. "Designing and evaluating the mobile experience through iterative field studies." In *Proceedings of the 30th ACM International Conference on Design of Communication*, Seattle, WA.
- 2011 **Rose, E.** & Racadio, R. "Shining a light on agency: Examining responses to resource constraints to uncover opportunities for design." In *Proceedings of Ethnographic Praxis in Industry Conference*, Boulder, CO.

- 2011 Gorman, T., **Rose, E.**, Yaaqoubi J., Bayor, A., Kolko, B. (2011) "Adapting Usability Testing for Oral, Rural Users" Conference on Human Factors in Computing Systems (CHI) Vancouver, British Columbia (April 2011).
- 2009 Putnam, C., Kolko, B., **Rose, E.** & Walton, R. (2009) Mobile phone users in Kyrgyzstan: A case study of identifying user needs and requirements. In *Proceedings of International Professional Communication Conference, IPCC '09*, Honolulu, Hawaii, July 20-22.
- 2007 Kolko, B., **Rose, E.**, and Johnson, E. "Communication as Information-Seeking: The Case for Mobile Social Software for Developing Regions." In Proceedings of the 16th International conference on World Wide Web, Banff, Alberta, CA.
- 2007 Kolko, B., Johnson, E. and Rose, E. "Mobile Social Software for the Developing World." In Proceedings of the 12th International Conference on Human-Computer Interaction Beijing, China.
- 2007 Ramey, J., Rosenbaum S., Rose, E., Cuddihy, E., and Guan, Z. "Beyond current user research: designing methods for new users, technologies, and design processes" Proceedings of the 2007 Conference on Human Factors in Computing Systems, San Jose, California.
- 2006 Huang, Yi, Eliot, M., Turns, J., Rose, E., Yellin, J. "Decision-making: What Does It Have To Do With My Teaching?" In Proceedings of the American Society for Engineering Education Annual Conference, Chicago, Illinois.
- 2006 Boyd, S. and **Rose, E.** "When You Can't Design for Everyone: Prioritizing Users." In Proceedings of Society for Technical Communication 53rd Annual Conference, Las Vegas, NV.
- 2005 Kasonic, K., **Rose, E.** and Speights, J. "Blogs as Teaching Tools." In Proceedings of Society for Technical Communication 52nd Annual Conference. Seattle, WA.
- 2005 Boyd, S. and **Rose, E.** "Usability and Government: Serving the Needs of Citizens." Society for Technical Communication 52nd Annual Conference. Seattle, WA.

Research reports

- 2005 Haselkorn, M., Kolko, B.E., Krug, M.A., **Rose, E.**, Sauer, G. (2005) "Washington State Department of Transportation Electronic Information and Supporting Systems: Challenges to Effective Practice and Policy. Prepared for Transportation Northwest (TransNow), the Washington State Transportation Commission Department of Transportation and the Washington State Transportation Center (TRAC) and in cooperation with U.S. Department of Transportation Federal Highway Division.
- 2002 Sauer, G., **Rose, E.**, B. E. Kolko, M. Haselkorn. (2002) "Analysis of Web-Based WSDOT Traveler Information: Testing Users' Information Retrieval Strategies." Washington State Transportation Center (TRAC): University of Washington. September.

Presentations

- 2014 **Rose, E.** "Looking for trouble: Gathering design inspiration from life's difficulties" Invited Speaker HCDE UX Speaker Series. University of Washington, Seattle WA
- 2012 **Rose, E.** "Going to where the users are: Evaluating the mobile experience." World Usability Day at Microsoft. Redmond, WA.

- 2012 **Rose, E.**, Racadio, R., Meyers, D. "Taking it to the Streets: Investigating mobile and web UX through field studies." Usability Professionals Association Conference, Henderson, NV.
- 2010 **Rose, E.** "Communicating with users: Methods that give participants more voice" World Usability Day at Microsoft. Redmond, WA.
- 2012 **Rose, E.** & Racadio, R. "Resourcefulness & Resilience: Stories of Transit Dependent Riders" DUB: Design | Use | Build, University of Washington.
- 2009 Kolko, B., Putnam, C. & **Rose, E.** "Design for Inclusion: Using Familiar Methods for Unfamiliar Contexts." Invited Speaker Series on current topics in Human Centered Design & Engineering, University of Washington. Seattle, WA.
- 2008 **Rose, E.** "Design research in developing countries: Creative applications for mobile phones" Usability Professionals Association Conference, Baltimore, MD.
- 2008 **Rose, E.** and Boyd, S. "Making government user-centered: A case study in managing a User Centered Design project to promote change." Usability Professionals Association Conference, Baltimore, MD.
- 2007 **Rose, E.** "Moving Beyond ROI: User Centered Design as a Catalyst for Organizational Change" World Usability Day Seattle, WA.
- 2007 **Rose, E.** "Design Ethnography: The Art of Deep Hanging Out." (2007) Tinker, Tailor, Maker Sailor: New Perspectives on UX and the Web hosted by Zaaz. Seattle, WA.
- 2007 Boyd, S., **Rose, E.** and Salem, A. "User-Centered Information Architecture: Fast, Cheap & Data-Driven." 2007 Usability Professionals Association Conference, Austin, TX.
- 2007 Boyd, S. and **Rose, E.** "User-Centered Design and Usability." Information Processing Management Association (IPMA) Forum 2007, IPMA Conference, Olympia WA.
- 2006 **Rose, E.** "Analyzing usability study results: Is it magic behind the curtain?" 2006 Idea Market: Usability Professionals Association Conference, Broomfield, Colorado.
- 2002 **Rose, E.** "Single Sourcing Solutions for Small Business: Documenting Otobase" Society for Technical Communication, Puget Sound Chapter.

Posters

- 2007 **Rose, E.**, Kolko, B. and Wei, C. "Understanding Information-Seeking Behaviors and Informal Social Networks in Kyrgyzstan" *iEdge2007: So What? Research into Practice* iEDGE, sponsored by The American Society for Information Science & Technology, The Information School, University of Washington.
- 2007 **Rose, E.**, Putnam, C. and Birand, G. "Designing for Digital Inclusion: Investigating social networks within resource constrained environments" Society for Technical Communication: University of Washington Research and Design Showcase.
- 2006 **Rose, E.**, Kolko, B. and Wei, C. "Understanding Information-Seeking Behaviors and Informal Social Networks in Kyrgyzstan: A Design Ethnography for Mobile Social Software" EPIC: Ethnographic Praxis in Industry Conference, Portland, Oregon.
- 2006 **Rose, E.** and Scott, I. "WA State Dept of Labor & Industries Website: Before & After User-Centered Design." Usability Professionals Association Conference, Broomfield, Colorado.

Workshop papers

- 2007 Kolko, B. and **Rose, E.** "Designing for Digital Inclusion" at the workshop "User Centered Design and International Development" at the 2007 Conference on Human Factors in Computing Systems, San Jose, California.
- 2007 **Rose, E.** and Kolko B. "Design ethnography: Investigating embedded social networks" presented in workshop" at the workshop "Beyond Current User Research: Designing Methods for New Users, Technologies, and Design Processes" 2007 Conference on Human Factors in Computing Systems, San Jose, California.

Teaching Experience

University of Washington, Tacoma

Instructor of record for the following courses at the University of Washington (Tacoma) 2013-present

- TWRT 291: Technical Communication in the Workplace Teaches objective-oriented and audience-centered communication for the workplace, while focusing on key genres of technical communication - reports, proposals, manual, and document design - essential for success in the professional world.
- TWRT 350: Principles of User Centered Design. Explores the philosophy and process for developing solutions to design problems, including technical systems such as software applications and communication projects such as websites. Develops skills to identify and solve design problems through research, testing, and analysis.
- TCOM 320: Principles of Web design. Examines the theories and techniques of visual and design rhetoric to web design. Discusses how purpose, audience, and context affect the development of web pages and other electronic documents. Explores principles of web-based design, creation, layout, editing, publishing, and maintenance through web design practices.

University of Washington, Seattle

Instructor of record for the following courses at the University of Washington (Seattle) 2002-2010

- TC 317: Usability Research Methods (3 sections). Introduces usability research methods used in the product-development process; contextual inquiry, surveys and interviews, focus groups, user profiling, usability testing, cognitive walkthroughs, heuristics, and others.
- TC 333: Advanced Technical Writing (5 sections). Emphasis on the presentation of technical information to various audiences. Style of writing required for proposals, reports, and journal articles. Oral presentation principles, including use of visuals, as well as organizing and presenting an effective talk.
- TC 400: Scientific and Technical Communication (1 section). Principles and practices of writing to communicate scientific and technical information to a variety of readers, including the expert, general scientific and technical reader, manager, and general public. Examines

research and issues in the TC field including social contexts and environments (legal, ethical, cultural).

- TC 424: The Computer in Technical Communication (1 section). This course introduces a variety of programs and technologies that are typically used in developing web sites, online and print graphics, online help, and complex documents. Functions of, and relationships among, computer applications, systems software, and computer hardware in technical publications and communication.
- TC 498B (now TC 417): Usability Research Methods (3 sections) Introduces a range of usability research methods used in the product-development process: contextual inquiry, surveys and interviews, focus groups, user profiling, usability testing, cognitive walkthroughs, heuristics, and others. Explains the strengths and weaknesses of each method and the phase of development when it is most appropriate.
- TC/HCDE 517: Usability Testing (4 sections). Discusses the human-computer interface (HCI) as the communicative aspect of a computer system. Analyzes usability issues in HCI design, explores design-phase methods of predictability, and introduces evaluative methods of usability testing.

Co-teaching

- HCDE 537: User-centered Web Design (1 section, with Suzanne Boyd): Theory and practice of the user-centered web development process. Principles and processes for documenting and implementing various development stages, including requirements analysis, user needs analysis, information architecture, prototyping, mockups, and production.

Teaching assistant

- CSE 590B: Computing for the Developing World (1 section, TA for Richard Anderson) Introduction to the growing field of ICTD (Information and Communication Technologies for Development). The course investigates core technologies (cell phones, networking, open source, PCs, radio), application domains (health, education, agriculture, microfinance, governance) and case studies.

Workshops and professional training

I teach a variety of technical communication 1-2 day workshops, the format is highly interactive and each course is customized for the client using examples and materials based on their specific projects and challenges.

Course	Client list
Usability Testing for the Web	<ul style="list-style-type: none"> • Washington State Department of Revenue • Office of Superintendent of Public Instruction/Economic Security Division, • Washington Department of Ecology. • United States Department of Energy, Energy Efficiency & Renewable Energy
User-centered design	<ul style="list-style-type: none"> • Washington State Department of Social and Health Services (co-taught with Dr. Janice Redish) • Washington State Department of Revenue

	<ul style="list-style-type: none"> • University of Oregon (Jan 2013)
Plain Talk & Writing for the Web	<ul style="list-style-type: none"> • King County (Dec 2012) • City of Seattle, Department of Planning & Development (3 sections) • Washington State Department of Licensing
Paper prototyping	<ul style="list-style-type: none"> • Washington State Department of Information Services • University of Oregon (Jan 2013)
Evaluating Web sites with Research Based Guidelines	<ul style="list-style-type: none"> • Washington Department of Information Services

Industry experience

Director of Research, Anthro-Tech, Inc. Olympia, WA Aug 2011- August 2013

- Research: Design, conduct and lead a variety of applied research projects at a user experience consultancy. Techniques include focus groups, usability studies, surveys, contextual inquiries, and field studies.
- Project management: Produce project proposals, manage client relationships, manage project timelines, scope and risks.
- Leadership: Mentor internal staff and clients. Direct and coordinate project staff. Communicate and present to executive stakeholders.
- Training & teaching: Teach hands on workshops on a variety of user-centered design techniques including writing for the web, usability testing, and paper prototyping.

Senior Associate, Anthro-Tech, Inc. Olympia, WA Nov 2002 – Aug 2011

- Research: Designed and conducted a variety of applied research projects at a user experience consultancy, techniques include focus groups, usability studies, surveys, contextual inquiries.
- Training & teaching: Taught hands-on workshops on a variety of user-centered design techniques including writing for the web, usability testing, and paper prototyping.

Research assistant, University of Washington Seattle WA 2001-2002, 2006, 2009-2010
Worked with faculty on a variety of funded research projects including

- Technology adoption and use in Central Asia, includes literature reviews, project planning and writing publications.
- Conducted an ethnography investigating the use of mobile phones in Kyrgyzstan as part of an NSF funded project investigating technology adoption and use in Central Asia.
- Designed and conducted a usability study to measure the effectiveness of the Department of Transportation's Web-based traveler information.
- Co wrote and designed a single-sourcing documentation system for medical software that facilitated clinical trials.

Web Coordinator, Edmonds Community College Lynnwood, WA 1999 –2000

Designed, produced, and maintained award-winning college Web site. Chaired advisory committee for Web submissions and policies. Conducted user research including focus groups and card sorting to inform design.

Technical documentation specialist, idioma, s.r.o., Prague, Czech Republic 1996 – 1997
 Technical writer for an emerging translation software working on an international team. Created documentation for including, user interface text, help and tutorial files.

Professional and academic organizations

- Society for Technical Communication
- ACM SIGCHI (Special Interest Group on Computer-Human Interaction)
- Usability Professionals Association
- Member, “Change,” a group exploring how technology can improve the lives of underserved populations in the developing world, 2008 - 2011
- Member, DUB an alliance of faculty and students across the University of Washington exploring human computer interaction and design, 2005 – 2011

Service

Workshops organized

- Rose, E. and Boyd, S. (2012) “Institutionalizing user-centered design: Helping organizations see from the outside in” Workshop at *30th ACM International Conference on Design of Communication*, Seattle WA.
- Salem, A., Boyd, S., Kleimann, S., Simonds, K., and **Rose, E.** (2007) “Beyond ROI: User Centered Design as a Catalyst for Organizational Change.” Workshop at *Usability Professionals Association Conference*, Austin, TX.
- Ramey, J., Rosenbaum S., **Rose, E.**, Cuddihy, E., and Guan, Z. (2007) “Beyond current user research: designing methods for new users, technologies, and design processes” 2007 Conference on Human Factors in Computing Systems, San Jose, California.
- **Rose, E** and Gygi K. (2006) “Learner-centered design: Developing a participatory approach” 2006 Participatory Design Conference, Trento, Italy.

Department service

- Member, UWTC Diversity Board, 2007-2011
- LUTE Tour for Engineering Open House, 2005
- “Introduction to User Centered Design”, 2-day workshop, University of Washington’s Summer Bridge Program, 2006
- “What is Technical Communication?” Guest speaker at Timberline High School in Lacey, WA 2006.
- “What is usability engineering?” Seminar for DO-IT (Disabilities, Opportunities, Internetworking, and Technology) – A summer program at the University of Washington focusing on technology offered to high school students with disabilities in 2002.
- Member, Advisory Committee, Business Information Technology Program at Edmonds Community College, 2000-2004.
- Senator, Department representative to the Graduate Professional Student Senate, 2001

Professional societies

- ACM (Association for Computing Machinery)
- Society for Technical Communication

- User Experience Professionals Association (formerly Usability Professionals' Association)
- DUB: an interdisciplinary faculty/student alliance at the University of Washington exploring human computer interaction and design
- Change: an interdisciplinary group at the University of Washington exploring how technology can improve the lives of underserved populations in low-income regions.

Honors & Awards

- 2011 Award of Excellence in Innovation, Human Centered Design & Engineering, University of WA
- 2006 Innovator Award: Graduate Teaching, College of Engineering Community & Innovation Awards, University of Washington
- 2005-2004 Awards for the WA Department of Labor & Industries Web site
- Society for Technical Communication: Puget Sound Distinguished award
 - Society for Technical Communication: International STC award
 - Webby Award: People's Choice
 - ASCIF 2004 Communications Award
- 2005-2004 Awards for the Access WA Web site
- Society for Technical Communication: Puget Sound Best of Show Award
 - Society for Technical Communication: International STC award
 - Best of the Web Competition: 4th place
 - Tenth Annual Industry Achievement Awards - Outstanding Contribution to Digital Government Award
 - CIO 100 award from IDG's CIO magazine
- 2001 International Workshop on Communication Design, RWTH (University of Technology), Aachen, Germany, 2001
- 2001-2000 Edmonds Community College Web site, 2000-2001
- Bronze, District Award, CASE District VIII
 - Silver, Regional Award, National Council for Marketing and Public Relations
 - Silver, National Award, National Council for Marketing and Public Relations
- 1995 Duquesne Literary Magazine, Best Poem
- 1994 Phi Beta Kappa, National Honor Society