

## Profile

Dr. Emma Rose is a technical communication scholar whose research and teaching is motivated by a commitment to social justice and designing for inclusion. She uses participatory design and research techniques to help conceptualize solutions for community-based problems. She teaches user experience, UX research, user-centered design, and technical writing. Previously, she spent a decade working in User Experience.

## Academic Positions

### **Associate Professor, Writing Studies**

**School of Interdisciplinary Arts & Sciences**

**University of Washington Tacoma**

present - 2019 Innovative interdisciplinary researcher focusing on understanding the impact of resource constraints on vulnerable populations and the design and research of information and communication technologies.

### **Adjunct Associate Professor, (concurrent appointment)**

**Human Centered Design & Engineering**

**University of Washington Seattle**

present - 2019 Collaborate on directed research groups, research, outreach activities, and graduate student advising and mentoring.

### **Previous academic appointments and industry experience**

2019 – 2013 - Assistant Professor, Writing Studies, School of Interdisciplinary Arts & Sciences, University of Washington Tacoma

2019 – 2017 - Adjunct Assistant Professor, (concurrent appointment) Human Centered Design & Engineering, University of Washington Seattle

2006 – 2002 - Lecturer, part-time, Technical Communication & Human Centered Design & Engineering University of Washington Seattle.

2013 – 2002 - Director of Research and Senior Associate, Anthro-Tech, Inc., Olympia, WA

## Education

**Ph.D. Human Centered Design & Engineering, 2011, University of Washington, Seattle**

**Master of Science in Technical Communication, 2002, University of Washington, Seattle**

**Bachelor of Arts in English, 1995, Duquesne University, Pittsburgh, PA**

## Publications

Updated October 2023 (\*indicates graduate student, ^indicates undergraduate student)

### In progress

**Rose, E.**, Putnam, C., MacDonald, C. “Reflect, Assess, visualize: Cultivating Skill Development in User Experience Education” for the Design and Technology Education: An International Journal, submitted May 31, 2023, decision R&R (10/25/23).

**Rose, E.** & Turner, H.N. Proposal for Special Issue on “Curricular and Pedagogical Innovations in User Experience” for Communication Design Quarterly, submitted 3/15/ 23 accepted, 4/1/23, CFP distributed. Anticipated publication Fall 2024.

**Rose, E.** & Turner H.N, Book Proposal for “UX Process” a collaborative edited collection for [ATTW Series in Technical and Professional Communication](#). Precis submitted, CFP released, full proposal in progress, anticipated submission late 2023/early 2024.

### Accepted/In Press

**Rose, E. J.** “Researching Audience” Chapter in Technical Writing Spaces, submitted May 18, 2021, revised and resubmitted Dec 2021, accepted Jan 2022, publication expected 2023.

### Peer reviewed publications

#### Edited Special Issues

2021 **Rose E.** & Schreiber J (Eds) Special issue on the Past, Present and Future of User Experience. Includes peer reviewed editorial: “User Experience and Technical Communication: Beyond Intertwining” *Journal of Technical Writing and Communication*, 51(4), Nov 2021.

#### Book Chapters/Reprints (peer reviewed)

2022 **Rose, E.** & Reimer, C. “Iteration.” *Keywords in Design Thinking: A Lexical Primer for Technical Communication Today*, Editor: J. Tham, *The WAC Clearinghouse*. DOI: 10.37514/TPC-B.2022.1725.2.06

2022 **Rose, E.** “Usability”. *Keywords in Design Thinking: A Lexical Primer for Technical Communication Today*. Editor: J. Tham. *The WAC Clearinghouse*. DOI: 10.37514/TPC-B.2022.1725.2.27

2021 **Rose, E.** & A Cardinal (2021) “Purpose and Participation: Heuristics for planning, implementing, and reflecting on social justice work” in *Equipping Technical Communicators for Social Justice Work: Theories, Methodologies, and Pedagogies* edited by Rebecca Walton & Godwin Y. Agboka. Utah State University Press.

2021 Björling, E.A., Thomas, K., **Rose, E. J.**, Cakmak, M. (2021) “Exploring Teens as Robot Operators, Users and Witnesses in the Wild.” In C.H. Park, R. Ros, S.S. Kwak, C. Huang, S. Lemaignan (Eds) *Towards Real World Impacts: Design, Development, and Deployment of Social Robots in the Wild*, (E-book). Frontiers, also appears in *Frontiers in Robotics and AI*. 7(5).

2018 **Rose, E. J.**, & Walton, R. (2018) “Factors to Actors Implications for Posthumanism in Social Justice Work. In K. Moore & D. Richards (Eds). *Posthuman Praxis in Technical Communication*. Routledge. (also appears in *Proceedings of the 34th ACM International Conference on Design of Communication, Limerick, Ireland 2015*).

- 2007 Kolko B.E., Johnson E., **Rose E.** (2007) Mobile Social Software for the Developing World. In: Schuler D. (eds) Online Communities and Social Computing, OCSC 2007. Lecture Notes in Computer Science, vol 4564. Springer, Berlin, Heidelberg. (also appears in *Proceedings of the 12th International Conference on Human-Computer Interaction* Beijing, China, 2007)

### Journal Articles (Peer Reviewed)

- 2023 **Rose, E. & Turner, H.N** “Trust the process: A framework for UX pedagogy” JTWC, submitted May 31, decision R&R (Aug 1, 2023), resubmitted (Aug 20, 2023), accepted (August 24, 2023), published online first (11/23)
- 2023 **Rose, E. & Turner, H.** “The Paradigm Shift to UX and the Durability of Usability in TPC” Technical Communication Quarterly, submitted 1/26/23, decision R&R (May 8, 2023), revised and resubmitted (June 28, 2023), accepted (Aug 9, 2023), published online first (10/23).
- 2023 Lee, S, Turner, H.N, **Rose, E.J.** “Community-Engaged User Experience Pedagogy: Stories, Emergent Strategy, and Possibilities” Communication Design Quarterly. Submitted Dec 2022, Accepted with Minor Revisions March 2023, resubmitted July 2023, Published Oct 5, 2023.
- 2023 Putnam, C., **Rose, E. J.**, & Macdonald, C. M (2023). “It could be better. It could be much worse”: Understanding Accessibility in User Experience Practice with Implications for Industry and Education. *ACM Transactions on Accessible Computing*. 16(1) Article 9 (March 2023), 25 pages. <https://doi.org/10.1145/3575662>
- 2022 Turner, H. N., & **Rose, E. J.** (2022). What Do We Teach When We Say We Teach UX? A Study of the Practices of TPC Instructors. *Programmatic Perspectives*, 13(1), 61-102. **\*\*Winner Best Research Paper 2023\*\***
- 2022 MacDonald, C. M., **Rose, E. J.**, & Putnam, C. (2022). An industry in flux: where does UX go from here? *Interactions*, 29(2), 54-58.
- 2022 MacDonald, C. M., **Rose, E. J.**, & Putnam, C. (2021). How, Why, and with Whom Do User Experience (UX) Practitioners Communicate? Implications for HCI Education. *International Journal of Human-Computer Interaction*, 1-18.
- 2020 Björling, E.A., Thomas, K., **Rose, E. J.**, Cakmak, M. (2020) “Exploring Teens as Robot Operators, Users and Witnesses in the Wild” for *Frontiers in Robotics and AI*. 7(5).
- 2019 Björling, E. A., **Rose, E.**, Davidson, A., Ren, R., & Wong, D.\* (2019). Can We Keep Him Forever? Teens’ Engagement and Desire for Emotional Connection with a Social Robot. *International Journal of Social Robotics*, 1-13.
- 2019 Björling, E.A.; **Rose, E.** Participatory Research Principles in Human-Centered Design: Engaging Teens in the Co-Design of a Social Robot. (2019) *Multimodal Technologies Interact.* 3(8).
- 2018 **Rose, E.**, Cardinal, A\*. Participatory video methods in UX: Sharing power with users to gain insights into everyday life. *Communication Design Quarterly*, 6(2).
- 2018 **Rose, E.**, & Tenenberg, J. (2018) “Poor poor dumb mouths, And bid them speak for me: Ventriloquizing users through personas” *Technical Communication Quarterly*, 27(2).
- 2017 **Rose, E.**, Racadio, R. (2017) Testing in Translation: Conducting Usability Studies with Transnational Users. *Rhetoric, Professional Communication, and Globalization*.10(1).
- 2017 **Rose, E.**, Racadio, R.\*, Martin, T. Girard, G., Kolko, B. “Expert yet vulnerable: How information and communication technologies overlook the needs of transit dependent riders.” *Journal of Community Informatics*, 13(1).
- 2017 **Rose, E.**, Racadio, R.\*, Wong, K.\*, Nguyen, S. ^, Gee, J, Zahler, A. (2017) Community Based User Experience: Evaluating the usability of health insurance information with immigrant patients. *IEEE Transactions on Professional Communication*. 60 (2), 214-231.

- 2017 **Rose, E.**, & Tenenberg, J. (2107) “Making practice-level struggles visible: Researching UX practice to inform pedagogy” *Communication Design Quarterly* 5(1), 89-97.
- 2016 **Rose, E.** “Design as advocacy: Using a human-centered approach to investigate the needs of vulnerable populations.” *Journal of Technical Writing and Communication* 46 (4), 427-445.
- 2016 **Rose, E.**, Sierschynski, J., Bjorling, E. “Reflecting on reflections: Using video in learning reflection to enhance authenticity” *Journal of Interactive Technology and Pedagogy*. Issue 9.  
<http://jitp.commons.gc.cuny.edu/reflecting-on-reflections-using-video-in-learning-reflection-to-enhance-authenticity/>
- 2016 Putnam, C., Dahman, M.\*, **Rose, E.**, Cheng, J.\* and Bradford, G. (2016). “Best Practices for Teaching Accessibility in University Classrooms: Cultivating Awareness, Understanding, and Appreciation for Diverse Users.” *ACM Transactions on Accessible Computing*. 8(4):1-26.
- 2015 **Rose, E.** & Tenenberg, J. (2015). UX as Disruption: Managing Team Conflict as a Productive Resource. *International Journal of Sociotechnology and Knowledge Development (IJSKD)*, 7(3), 1-19.  
doi:10.4018/IJSKD.2015070101
- 2011 Kolko, B, Putnam, C., Johnson, & E. & **Rose, E.** (2011). “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. (2009). "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 proceedings (peer reviewed, article length)

- 2022 **Rose, E. J.**, Macdonald, C. M., & Putnam, C. (2022, October). Teaching Design Systems: Towards a flexible and scalable model for the UX classroom. In *Proceedings of the 40th ACM International Conference on Design of Communication* (pp. 107-113).
- 2021 Cagle, L., Eble, M., Johnson, M., Johnson, N., Lane, L, Mckoy, T., Moore, K., Reynoso Jr., R, **Rose, E.**, Patterson, G., Sánchez, F., Simmons, M., Stone, E., Tham, J., and Walton, R. (2021\_ Participatory Coalition Building: Creating an Anti-Racist Scholarly Reviewing Practices Heuristic. In *The 39th ACM International Conference on Design of Communication (SIGDOC '21)*. Association for Computing Machinery, New York, NY, USA, 281–288. DOI:<https://doi.org/10.1145/3472714.3473654>
- 2021 Cardinal, A., **Rose, E.**, Gonzales, L., Bhattacharya, A., Byram, L. Coble, K., Gamboa, P., Parra, D., Pritchard, F., Rodriguez Paz, E., Liao, P., Snow, M., Safarova, B., Yerena, A. (2021). *From language access to language justice: Creating a participatory values statement for collective action*. In The 39th ACM International Conference on Design of Communication (SIGDOC '21). Association for Computing Machinery, New York, NY, USA, 38–45. DOI:<https://doi.org/10.1145/3472714.3474386>
- 2020 **Rose, E. J.**, Kolko, B., Design, H. C., Storck, C., & Wuppuluru, G. (2020) “Design research for medical devices in low resource environments.” In Proceedings of 10<sup>th</sup> annual IEEE Global Humanitarian Technology Conference (GHTC), IEEE, 2020.
- 2020 **Rose, E.**, Putnam, C., & M. McDonald, C. (2020, October). Preparing Future UX Professionals: Human Skills, Technical Skills, and Dispositions. In Proceedings of the 38th ACM International Conference on Design of Communication (pp. 1-8). (Honorable Mention).
- 2020 Cardinal, A., Gonzales, L., & **J. Rose, E.** (2020, October). Language as Participation: Multilingual User Experience Design. In *Proceedings of the 38th ACM International Conference on Design of Communication* (pp. 1-7).
- 2019 Nelson, C<sup>^</sup>. and **E.J. Rose**. “Sharing research results with communities: Blogging to disseminate research” in *Proceedings of the 38th ACM International Conference on the Design of Communication, Portland, OR (Oct 2019)*.

- 2019 Schoch, E<sup>^</sup>, Choi, A. <sup>^</sup>, Lee, H<sup>^</sup>. Connor, S<sup>^</sup>. and **E.J. Rose**. “The food locker: an innovative, user-centered approach to address food insecurity on campus.” in *Proceedings of the 38th ACM International Conference on the Design of Communication, Portland, OR (Oct 2019)*.
- 2018 **Rose, E. J.**, Björling, E. A., Kim, A. \*, & Alvarez, N. Y. \*. Usability testing with teens: Adapting human-centered design and UX methods. In *Proceedings of the 37th ACM International Conference on the Design of Communication, Milwaukee, WI (Aug 2018)*.
- 2017 **Rose, E.J.**, Björling, E.A. “Designing for engagement: Using participatory design to develop a social robot to measure teen stress.” *Proceedings of the 36<sup>th</sup> ACM International Conference on Design of Communication, Halifax, NS.* (August 2017) \*\*\*Winner, Best Paper Award\*\*\*
- 2016 **Rose, E.** and Tenenberg, J. “Arguing about design: A taxonomy of rhetorical strategies deployed by user experience practitioners” In *Proceedings of the 35th ACM International Conference on Design of Communication.* Silver Springs, MD (September 2016).
- 2016 **Rose, E.**, Davidson, A., Agapie, E., and Sobel, K. “Designing our future students: Introducing User Experience to teens through a UCD charette” In *Proceedings of the 35th ACM International Conference on Design of Communication.* Silver Springs, MD (September 2016).
- 2015 **Rose, E.** and Walton, R. “From Factors to Actors: Implications of New Materialism for Social Justice Work” In *Proceedings of the 34th ACM International Conference on Design of Communication, Limerick, Ireland* (July 2015).
- 2014 Racadio, R.\*, **Rose, E.** “Research at the Margin: Participatory Design and Community Based Participatory Research.” In *Proceedings of the 13<sup>th</sup> Biennial ACM Participatory Design Conference.*
- 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 Gorman, T., **Rose, E.**, Yaaqoubi J., Bayor, A., Kolko, B. (2011) “Adapting Usability Testing for Oral, Rural Users” *Proceedings for the Conference on Human Factors in Computing Systems (CHI) Vancouver, British Columbia* (April 2011).
- 2011 **Rose, E.** & Racadio, R\*. (2011) “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.*
- 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. (2007) “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 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.*

#### Abstracts in proceedings (peer reviewed, abstract length)

- 2023 **Rose, E.J.** Macdonald, C. M., & Putnam, C. (2023, April). Design Systems: A scalable model for teaching design systems for UX. In Proceedings of the 5th Annual Symposium on HCI Education (EduCHI '23). Association for Computing Machinery, New York, NY, USA, 5–7. <https://doi.org/10.1145/3587399.3587403>.
- 2022 Gonzales, L., Itchuaqiyay, C.U., Kramer, C., Lindgren, C., Cooley, S.N., Richards, D.P., **Rose, E.** and Sharp-Hoskins, K., 2022, July. UX in/as political renegotiation. In *2022 IEEE International Professional Communication Conference (ProComm)* (pp. 453-455). IEEE.

- 2021 Turner, H. and **Rose, E.**, 2021. The Pedagogy of User Experience: Designing UX Assignments within a Community of Practice. In *The 39th ACM International Conference on Design of Communication (SIGDOC '21)*. Association for Computing Machinery, New York, NY, USA, 374–375. DOI:<https://doi.org/10.1145/3472714.3474566>
- 2020 **Rose, E. J.**, & Noel Turner, H. (2020, October). The Pedagogy of User Experience: Methods, Tools, and Approaches. In *Proceedings of the 38th ACM International Conference on Design of Communication* (pp. 1-2).
- 2019 **Rose, E.J.**, Björling, E.A., Cakmak, M. “Social Robot Design Challenge: Gathering design requirements from teens. ACM Conference: Interaction Design for Children, Boise, ID. ACM, 2019
- 2018 **Rose, E. J.**, Edenfeld, A. Walton, R., Gonzales, L., Shivers McNair, A., Zhvotovska, T., Jone, N., Garcia de Mueller, G., and Moore, K. "Social Justice in UX: Centering Marginalized Users." In *Proceedings of the 36th ACM International Conference on the Design of Communication*, Milwaukee, WI. ACM, 2018.
- 2018 Björling, E.A., **Rose, E.J.**, Ren, R. “Teen-Robot Interaction: A pilot study of engagement with a low-fidelity prototype.” Proceedings of the 13th Annual ACM/IEEE International Conference on Human Robot Interaction. HRI, 2018.
- 2007 Ramey, J., Cuddihy, E., and Guan, Z, Rosenbaum S., **Rose, E.**, “Beyond current user research: designing methods for new users, technologies, and design processes” In *Proceedings of the 2007 Conference on Human Factors in Computing Systems*, San Jose, California.

### Open access pedagogy – peer reviewed

- 2023 **Rose, E. J.** 2023. “Usability Testing Plan Template: A flexible tool for planning and teaching usability evaluation.” Engage CSEdu. Association for Computing Machinery, New York, NY, USA.

### Research and technical 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. DOI:<https://doi.org/10.1145/3548658>

### Editorial articles in journals (non-peer reviewed)

- 2023 Amidon, T.R, Blakeslee, A., Carlson, E.B., Moore, K. R., **Rose, E.**, Simmons, M. (2023) “Introduction to the Second Issue: A Conversation About Community-Engaged Research” *Communication Design Quarterly*, 11(3). DOI: 10.1145/3592367.3592368.
- 2020 Dan Richards, Sarah Read, Susan Youngblood, **Emma Rose**, and Derek G. Ross. 2020. Official statement from SIGDOC: a response to injustice. *Communication Design Quarterly*, 8 (2) DOI:<https://doi.org/10.1145/3394264.3394267>.

### Industry publications (non-peer reviewed)

- 2015 Rose, E. (2015). Scarcity: Focusing on Limitations to Explore Design Opportunities. *User Experience Magazine*, 15(5). Retrieved from <http://uxpamagazine.org/scarcity/>

## Grants and funding

### Funded

- 2022 **Rose, E.** & Sundermann, L. “Improving Digital Learning Materials” SIAS Scholarship & Teaching Funds, UW Tacoma. \$5,000.
- 2020 Turner, H.N. & **Rose, E.** “Understanding UX Teaching Practices in Technical and Professional Communication,” Council for Programs in Technical and Scientific Communication (CPTSC), (\$2,000).
- 2019 Cardinal, A. & **Rose, E.** “Multilingual UX Community of Practice,” Faculty Fellows Program, Office of Community Engagement, UW Tacoma (\$9,943).
- 2018 **Rose, E.** & A. Cardinal. Design Thinking & Pedagogy, School of Interdisciplinary Arts & Sciences: Scholarship and Teaching Funds (\$3,745).
- 2017 Björling, E., **Rose, E.**, & Cakmak, M., “Design and Development of a Social Robot Researcher to Gather Ecological Momentary Stress Data from Teens” National Science Foundation, National Robotics Initiative. (\$1,100,000)
- 2017 **Rose, E.** “Digital Storytelling @ UW Tacoma” funding to attend Digital Humanities Summer Institute at the University of Victoria, from The Simpsons Center for the Humanities, UW Seattle (\$1750.00).
- 2016 SIAS: Research Fund: SIAS: Research Fund: UX as Disruptive Practice: Examining Discursive Strategies.
- 2015 SIAS: Research Fund: “Practice Identities Research for STEM Underrepresented Minorities (PRISM): Ethnographic Field Work”

### Non-funded

- 2020 Cardinal, A. & **Rose, E.** “Designing innovative solutions to address language access: A Participatory Community-Based Approach” National Endowment of the Humanities. (\$10,000)
- 2016 Amazon Catalyst Grant, Björling, E., **Rose E.**, Kohlhepp, K., Davidson, A., Carpenter, J. “Ecological Momentary Assessment Robot (EMAR): Gathering Teen Data in Real Time, in the Real World” (\$100,000).
- 2014 **Rose, E.** and Sierschynski, J. “Practice-Linked Identities Research for STEM Underrepresented Minorities (PRISM).” National Science Foundation, Advanced Informal STEM Learning. (\$2,000,000)
- 2014 Jones, N., Walton, R. and **Rose, E.** CPTSC Research Fund "Social Justice and Technical Communication Pedagogy: a Multi-Site Collaboration to Develop, Pilot, and share Teaching Tools" (\$2,500)

## Conference presentations

- 2022 **Rose, E.J.**, MacDonald, C., Putnam, C. “Teaching Design Systems: A Scalable Model for the UX Classroom. *The 40th ACM International Conference on Design of Communication (SIGDOC '21)*, Boston, MA.
- 2022 **Rose, E.J.**, Turner, H.N, “The Durability of Usability in the UX Classroom” *The 40th ACM International Conference on Design of Communication (SIGDOC '21)*, Boston, MA.
- 2022 **Rose, E.**, MacDonald, C., Putnam, C. “Thinking in systems: Breaking down the complexity of design systems in the UX classroom.” *11<sup>th</sup> Annual Symposium on Communicating Complex Information*, Old Dominion University Feb 28-March 1, 2022 (Hybrid conference).
- 2021 Turner, H. and **Rose, E.** “Vectors of UX decision making: A Framework for Instructors and Programs for Curricular Design and Assessment” Council for Programs in Technical and Scientific Communication, 2021 Annual Conference October 28-30, 2021 (Held virtually)

- 2021 Cagle, L., Johnson, M, Lane, L, Moore, K., **Rose, E.**, Simmons, M., Tham, J., and Walton, R. (2021) Participatory Coalition Building: Creating an Anti-Racist Scholarly Reviewing Practices Heuristic. *The 39th ACM International Conference on Design of Communication (SIGDOC '21)*, (held virtually)
- 2020 **Rose, E. J** “Design research for medical devices in low resource environments.” *IEEE Global Humanitarian Technology Conference*, Oct 31, 2020.
- 2020 **Rose, E.** “Preparing Future UX Professionals: Human Skills, Technical Skills, and Dispositions” *38th ACM International Conference on Design of Communication*. <https://www.youtube.com/watch?v=FgOda4-qSDo>
- 2020 Cardinal, A., Gonzales, L., & **J. Rose, E.** (2020, October). Language as Participation: Multilingual User Experience Design. *38th ACM International Conference on Design of Communication*. <https://www.youtube.com/watch?v=Uou4LHunCvc&t=164s>
- 2019 Nelson, C<sup>^</sup>. and **E.J. Rose**. “Sharing research results with communities: Blogging to disseminate research” in *37th ACM International Conference on the Design of Communication, Portland, OR (Oct 2019)*.
- 2019 Schoch, E<sup>^</sup>, Choi, A.<sup>^</sup> and **E.J. Rose**. “The food locker: an innovative, user-centered approach to address food insecurity on campus.” in *Proceedings of the 37th ACM International Conference on the Design of Communication, Portland, OR (Oct 2019)*.
- 2019 Cardinal, A. **Rose, E.J.** “Participatory Approaches to UX: Designing for Social Justice.” Louisiana Tech Usability Studies Symposium (LaTuss 2019), Shreveport-Bossier City, LA, September 19-21, 2019.
- 2018 **Rose, E.** “Usability testing with teens: Adapting human-centered design and UX methods” *At the 36th ACM International Conference on the Design of Communication, Milwaukee, WI (Aug 2018)*.
- 2018 **Rose, E. J.**, Edenfeld, A. Walton, R., Gonzales, L., Shivers McNair, A., Zhvotovska, T., Jone, N., Garcia de Mueller, G., and Moore, K. "Social Justice in UX: Centering Marginalized Users." *At the 36th ACM International Conference on the Design of Communication, Milwaukee, WI. ACM, 2018.*
- 2018 **Rose, E. J.** “Community-Based User Experience: Social Justice and Action-Oriented Approaches to UX” Louisiana Tech Usability Studies Symposium (LaTuss 2019), Shreveport-Bossier City, LA, September 19-21, 2018.
- 2017 **Rose, E.** “Testing in translation” *Second Annual Technical Communication Conference*. Tacoma, WA. September 9, 2017
- 2017 **Rose, E.** “Designing for engagement: Using participatory design to develop a social robot to measure teen stress”. *Proceedings of the 36<sup>th</sup> ACM International Conference on Design of Communication, Halifax, NS.* (Winner, Best Paper Award).
- 2017 **Rose, E.** “Hacking Bias” as part of a panel “Ethics, empathy, and action: Strategies and cautionary tales from teaching social justice in technical communication classrooms” ATTW Association of Teachers of Technical Writing (ATTW) Conference. Portland, OR.
- 2016 **Rose, E.** “Designing for supported self-service” Technical Communication Conference, UW Tacoma, Tacoma, WA.
- 2016 **Rose, E.** “Arguing about design: A taxonomy of rhetorical strategies deployed by user experience practitioners” Presented at the *35th ACM International Conference on Design of Communication*. (September 2016) Silver Springs, MD.



- 2016 **Rose, E.**, “Designing our future students: Introducing User Experience to teens through a UCD charette” Presented at the *35th ACM International Conference on Design of Communication*. (September 2016). Silver Springs, MD
- 2015 **Rose, E.** “Assessing shifts: Using video reflections to make identity transformations visible. “Presented at the 2015 CPTSC (Council for Programs in Technical and Scientific Communication) Meeting, Logan, Utah.
- 2015 **Rose, E.** and Walton, R. “From Factors to Actors: Implications of New Materialism for Social Justice Work” *ACM International Conference on Design of Communication*, Limerick, Ireland (July 2015).
- 2014 **Rose, E.** “Developing and Expanding Technical Identity: Promoting Fixing as a Way to Engage with Technical Challenges” Presented at the 2014 CPTSC (Council for Programs in Technical and Scientific Communication) Meeting, Colorado Springs, Colorado.
- 2012 Racadio, R. and **Rose, E.** "Designing and evaluating the mobile experience through iterative field studies." Presented the 30th ACM International *Conference on Design of Communication*, 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.
- 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 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 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.
- 2006 **Rose, E.** “Analyzing usability study results: Is it magic behind the curtain?” 2006 Idea Market: Usability Professionals Association Conference, Broomfield, Colorado.
- 2005 Boyd, S. and **Rose, E.** “Usability and Government: Serving the Needs of Citizens.” Society for Technical Communication 52nd Annual Conference. Seattle, WA.
- 2005 Kasonic, K., **Rose, E.** and Speights, J. “Blogs as Teaching Tools.” *In Proceedings of Society for Technical Communication 52nd Annual Conference*. Seattle, WA.

### **Invited talks, lectures, appearances.**

- 2022 **Rose, E.** (March 2022) “Data, Design, & Research: My (mostly) Qualitative Life” in graduate course English 502 Research Methods in Professional & Technical Writing at George Mason University with Dr. McKinley Green.
- 2022 **Rose, E.** (Feb 2022) “Thinking like a designer” Office of Digital Learning Speaker Series at University of Washington Tacoma.
- 2021 **Rose, E.** (Nov 2021) “Designing experiences in/beyond the classroom” in graduate course ENGL-6800: Teaching Online at Utah State University with Dr. Avery Edenfield.

- 2021 **Rose, E** (Nov 2021) “Skills UX professionals need to succeed” in undergraduate course ENGL388: Professional and Technical Writing at the University of Washington Seattle with Dr. Josephine Walwema courses.
- 2021 **Rose, E.** (Oct 2021) “Skills UX professionals need to succeed” at “Why Design?” An event collocated with SIGDOC 2021 at the University of Washington Tacoma Hub.
- 2020 **Rose, E.** (Dec 2020) "Room 42: Exploring the Intersections of UX and Technical Communication" Webinar/Podcast, from Single-Sourcing Solutions.
- 2020 Bjorling, E. and **Rose, E.** “Designing social robots to address teen stress” 2020 Women in User Experience Conference, University of Washington Seattle, Seattle WA, *shifted online due to COVID-19*.
- 2020 **Rose, E.** (May 2020) “International User Experience Research in Practice: Start ups and Medical Devices” User Research & Evaluation Studio course for the Global Innovation Exchange Masters Program, UW Seattle.
- 2020 **Rose, E.** (March 2020), Moderator of Panel “The Next Face of UX: Thoughts from a New Generation” Convey UX, Seattle WA.
- 2020 **Rose, E.** (March 2020), Panelist “Women in Technology Research” South Sound Technology Conference, University of Washington Tacoma, Tacoma WA.
- 2020 **Rose, E.** (March 2020), Panelist “Content and Design: How Are They Related?” Roundtable for the Society for Technical Communication, online.
- 2020 **Rose, E.** (Feb 2020), Guest Lecture on “Qualitative UX Research in Practice: Start ups, Medical Devices, International Fieldwork” in Qualitative Research Methods in Human Centered Design & Engineering, University of Washington, Seattle, WA
- 2020 **Rose, E.** (Jan 2020) Guest lecture on “Designing Personas” in User Centered Design in Writing Studies, University of Washington Tacoma, Tacoma, WA.
- 2019 **Rose, E.** Designing Social Robots with Teens. (April 2019), Greater Seattle UX Meet Up. REI Headquarters, Kent, WA.
- 2019 Björling, E. A. **Rose, E.** (March 2019). Project EMAR: Design and Development of a Social Robot to Measure and Reduce Teen Stress. Robotics Colloquium, Paul Allen Computer Science & Engineering. Seattle, WA.
- 2018 Bjorling, E. A & **Rose, E.** (July 2018) “Designing Social Robots to Measure and Reduce Teen Stress” University of Washington Computer Science & Engineering & Microsoft Research Summer Institute on Social Robotics. Union, WA.
- 2018 **Rose, E.** & Björling, E. A. (June 2018) “Designing a Social Robot to Address Teen Stress” Puget Sound SIGCHI, Seattle, WA.
- 2017 **Rose, E.** “Community-Based User-Experience” Keynote for Sites of Translation User Experience Research Center’s 2017 Symposium. University of Texas El Paso.
- 2017 **Rose, E.** “Domo Arigato, Teen Stress & a Roboto”, UW Tacoma’s School of Interdisciplinary Arts & Sciences Series *Grit City Think & Drink*. The Swiss. July 11, 2017
- 2017 **Rose, E.** “The Evolution of UX Careers: Looking to the Future” Convey UX. <http://conveyux.com/sessions/puget-sound-ux-meetup/>
- 2016 Björling, E. & **Rose, E.** “EMAR: Designing a Social Robot to Assess Teen Stress Using a Human-Centered Approach” DUB: Design, Use, Build, University of Washington. <https://vimeo.com/179264140>
- 2016 **Rose, E.** “Time Travel in the Classroom: How looking back in time informs learning and identity” Faculty Lightning Talks. May 27, 2016. University of Washington, Tacoma.
- 2015 Davidson, A., Agapie, E., Sobel, K. & **Rose, E.** Elena Building up STE(A)M: The UCD Charrette for K-12 Outreach. DUB: Design | Use | Build, University of Washington. <https://vimeo.com/151061389>

- 2015 **Rose, E.** “Bridging theory and practice in UX” Invited to speak in a Human Centered Design & Engineering graduate course HCDE 501: Theoretical Foundations. April 1, 2015.
- 2014 **Rose, E.** “Creating data driven personas” Invited to speak in graduate course in HCDE 537: User-Centered Web Design at the University of Washington, Seattle. April 23, 2014.
- 2014 **Rose, E.** “Looking for trouble: Gathering design inspiration from life's difficulties” Invited Speaker HCDE UX Speaker Series. University of Washington, Seattle WA. February 14 2014.
- 2014 **Rose, E.** “User Experience and Human-Centered Design” Invited Speaker at the Center for Data Science, University of Washington Tacoma. Tacoma, WA. Aug 19, 2015.
- 2014 **Rose, E.** “The mobile revolution: The promise and peril of smart phones” Invited talk at the Environmental Seminar, University of Washington Tacoma. Nov. 24, 2014.
- 2014 **Rose, E.** “What is Usability Testing?” Methods Workshop and invited talk in graduate/undergraduate course on Human Computer Interaction in The Institute of Technology, University of Washington Tacoma. Tacoma, WA. Oct. 14. 2014.
- 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.
- 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.
- 2002 **Rose, E.** “Single Sourcing Solutions for Small Business: Documenting Otobase” Society for Technical Communication, Puget Sound Chapter.

## Posters

- 2016 **Rose, E.** “Arguing about Design: How UX professionals advocate for design decisions and users” Convey UX 2016, Seattle, WA.
- 2015 Putnam, C, Dahman, M., **Rose, E.**, Cheng, J, Bradford, G. “Teaching Accessibility, Learning Empathy” ASSETS 2015: International ACM SIGACCESS Conference on Computers and Accessibility. October 26-28, 2015, Lisbon, Portugal.
- 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.

## Workshops

## Organized

- 2022 Turner, H. & **Rose, J.** 2022. The Pedagogy of User Experience: Designing UX Assignments within a Community of Practice (encore). *The 40th ACM International Conference on Design of Communication (SIGDOC '22)*. Boston, MA.
- 2022 Turner, H., Lee, S., Rose, E.J. Co-designing Community-Engaged UX Pedagogy. ATTW Annual Conference (online).
- 2021 Turner, H. & **Rose, J.** 2021. The Pedagogy of User Experience: Designing UX Assignments within a Community of Practice. *In The 39th ACM International Conference on Design of Communication (SIGDOC '21)*. Association for Computing Machinery, New York, NY, USA, 374–375. DOI:https://doi.org/10.1145/3472714.3474566
- 2020 **Rose, E. J.**, & Turner, H. (2020, October). The Pedagogy of User Experience: Methods, Tools, and Approaches. *38th ACM International Conference on Design of Communication*. (online)
- 2020 **Rose, E.** & Greeve J. “Personas: A better way to understand your users” *Society for Technical Communication Annual Summit, Bellevue, WA (shifted online due to COVID-19)*, May 2020
- 2019 **Rose, E.** & Greeve J. “Demystifying Personas” *At the 38th ACM International Conference on the Design of Communication*, Portland, OR, August 2019.
- 2018 **Rose, E.** & Cardinal, A. “Participatory video and experience design: Sharing power with users to gain insights into everyday life” *At the 37th ACM International Conference on the Design of Communication*, Milwaukee, WI, August 2018.
- 2016 **Rose, E.**, LaRouche, C, and Traynor, B. “Ethnography and diary studies: Turning messy data into practical value” *User Experience Professionals Association Conference*, Seattle, WA, June 2016.
- 2015 **Rose, E.** “Mobile Bootcamp Saturday: Prototyping Mobile Prototyping the Mobile Experience” A community based workshop on how to design mobile experiences, co-organized with UXPA Seattle, held at University of Washington Tacoma, Tacoma, WA.
- 2012 **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.
- 2007 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.
- 2007 Ramey, J., Cuddihy, E., and Guan, Z, Rosenbaum S., **Rose, E.**, “Beyond current user research: designing methods for new users, technologies, and design processes” *In Proceedings of the 2007 Conference on Human Factors in Computing Systems*, San Jose, California.
- 2006 **Rose, E** and Gygi K. (2006) “Learner-centered design: Developing a participatory approach” 2006 Participatory Design Conference, Trento, Italy.

### Workshop papers and participation

- 2019 Putnam, C., Bradford, G., Cheng, J., **Rose, E.** “Teaching Accessibility: Five Challenges” EduCHI: Symposium on education in Human Computer Interaction. Glasgow, Scotland.
- 2016 **Rose, E.** “UX as disruptive practice: Examining discursive strategies of technical teams” at the workshop “Modeling Qualitative Data” by Clay Spinuzzi, at ATTW Association Teachers of Technical Writing, Houston, TX
- 2014 **Rose, E.** “Storytelling as a method of inquiry: Collecting participant stories to inform design” at the StoryStorm Workshop at the Design of Interactive Systems Conference (DIS 2014), Vancouver, CA.
- 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 2013-present

- TWRT 211: Research and Argument in Writing
- 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 292: Power, Privilege, and Bias in Technology Design. Explores how design and technology are shaped by social, political, cultural and material forces and can create barriers and contribute to social change, inequality and equity. Examines technology as a tool of oppression or liberation in regards to identity categories and difference--ability, ethnicity, race, age, class, gender, and sexuality.
- 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.
- TWRT 355: Usability Testing and Research. Explores the concept of usability and research methods related to the evaluation of information and communication products as part of the user-centered design process. Develops skills to design and conduct usability studies, analyze results, and make recommendations.
- TWRT 391: Advanced Technical Communication: Explores Technical Communication concepts and skills to inform the creation of information across a variety of genres. Focuses on researching, creating, and delivering information through written and oral communication forms used in professional and technical settings.
- TGID 320: Innovation and Design Studio  
Studio-based course focused on situated, practical, and adaptive design. Students work in small teams where they undertake design projects to develop innovative solutions to challenges arising within the campus, local community and beyond. Prerequisite: a minimum grade of 2.0 in TWRT 350.
- 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.
- TIAS 491: Professional Portfolio Design. Develops professional proficiency through the creation and revision of an electronic portfolio on a platform accessible to all, including users with disabilities, for future use in their intended career field. Refines analytical and reflection skills through careful selection, framing, and presentation of artifacts from students' programs of study.

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

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

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## Industry experience

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

- Research: Designed, conducted, and lead a variety of applied research projects at a user experience consultancy. Methods included focus groups, usability studies, surveys, contextual inquiries, and field studies.
- Project management: Produced project proposals, managed client relationships, managed project timelines, scope and risks.
- Leadership: Mentored internal staff and clients. Direct and coordinate project staff. Communicate and present to executive stakeholders.
- Training & teaching: Taught 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

- 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

- ACM SIGCHI (Special Interest Group on Computer-Human Interaction)
- User Experience 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

### Field service - Leadership roles

Elections Chair, ACM SIGDOC 2022-2023

Past Chair, ACM SIGDOC 2019- 2023

Chair, ACM SIGDOC 2017-2019

Vice Chair, ACM SIGDOC 2017-2018

Industry Liaison, ACM SIGDOC 2016-2017

### Events organized

- SIGDOC 2021, Local Hub, Co-chair– UW Tacoma – co lead with Enrique Reynoso <https://sigdoc.acm.org/conference/2021/hubs/tacoma-wa-usa/> - An innovative approach to academic conferences, we designed a 1-day in person event to compliment a larger online International Conference. As one of 8 different hubs, we broadcast a selection of local speakers to the larger conference and hosted an industry event bringing together local experts with UWT students.
- Co-organized the “Social Robot Design Challenge” – a public event at UW Seattle showcasing 7 local high schools and their designs for social robots and attended by over 100 community members, teens, and parents.
- CAC Internship Panel: Event for CAC majors to learn about internship experiences, included a panel of 5 current or former students and Julie Miller, SIAS internship advisor (Feb 2017)
- Ginny Redish “Understanding the Mobile Revolution: Creating Great Content for All Your Devices” A special guest lecture by leading Technical Communication expert and author. Over 100 people registered for the event which was supported by CAC and SIAS. 2015
- World Usability Day 2015: Innovations in User Experience. Organized an event held at UWT to commemorate World Usability Day, included a student design context, three speakers from industry, including REI and NBC Universal and a social event. Over 50 students and community members attended the event. (Nov 12, 2015)
- UWT Dreams Big: Student lead event at UWT to bring middle and high school students to campus to learn about STEM careers and take part in hands on workshops. I was a faculty advisor to the event and also ran one of the workshops. (May 16, 2015)
- World Usability Day 2016: Innovations in User Experience. Organized an event held at UWT to commemorate World Usability Day, included a panel of 4 industry speakers from Tacoma. (Nov 2016)
- “Mobile Bootcamp Saturday: Prototyping Mobile Prototyping the Mobile Experience” A community based workshop on how to design mobile experiences, co-organized with UXPA Seattle, held at University of Washington Tacoma on Saturday, Oct 18, 2014. At capacity with 50 attendees, the event was sponsored by two local companies.

## Reviewing



Journal reviewer for Technical Communication Quarterly, 2019, 2020  
 Journal reviewer for Business and Technical Communication, 2020  
 Journal reviewer, Technical Communication, 2023  
 Program committee, ACM SIGDOC 2014, 2015, 2016, 2017  
 Conference committee, ACM SIGDOC 2018, 2019, 2020  
 Judge, Graduate Research Competition ACM SIGDOC, 2015, 2017  
 Proposal Reviewer, ATTW Annual Conference 2017  
 Proposal Reviewer, CPTSC Annual Conference 2017  
 Social Media Ambassador, ATTW Annual Conference 2017  
 Textbook Reviewer, Bedford /St Martin's, 2016  
 Textbook Reviewer, Routledge, 2018  
 Scholarly Book Reviewer, Routledge, 2019

## **Campus service**

### **Leadership roles**

Student Success Task Force, Co-Chair High Impact Practices, Fall 2023 – present  
 UW Tacoma Career Advisory Board, Winter 2023- present  
 Innovation and Design Executive Council, Winter 2022-present  
 Digital Teaching and Learning Task Force Chair, Fall 2022- Winter 2023  
 Coordinator, Writing Studies major, 2021-2022  
 Co-coordinator, Writing Studies major, 2020-2021  
 IIGE Award Review Committee for the Global Innovation & Design Award - 2021

### **Promotion & Tenure Committees**

- Ruben Casas, Chair, 2023
- Kelly Kim, committee member, 3rd year review, 2021
- Sarah Chavez, committee member, promotion review, 2021

### **Campus Committees**

- Member, Undergraduate research community of practice 2018- 2019
- Faculty Member, Tacoma Paper & Stationary Design committee 2017
- Chair, CAC Career committee 2017-2018
- Writing Across the Curriculum Committee 2014-2015
- Co-lead, CAC professional speaker series 2014
- Panelist for SIAS Internship Panel, organized by Julie Miller, Feb 2018.
- Member/acting lead of the Qualitative Quorum, a UWT group of interdisciplinary researchers interested in qualitative methods 2015- 2019
- Lead, UWT peer writing groups 2014-2018
- Lead, Writing Studies/CAC Annual Senior Celebration subcommittee 2015, 2016
- Faculty advisor, UX Student club 2015- 2019

### **Search committees**

- Member, Biochemistry Assistant Professor, 2023
- Member, Part time lecturer, technical communication, 2021
- Member, SIAS Dean Search, 2016
- Chair, Competitive Lecturer in Writing Studies, specialization in Technical Communication 2016-2017

- Member, Social Science Research Methods - 2017
- Member, Communication Law & Policy Interview Committee 2015
- Member, Director of University Writing– 2013-2014

## Students supervised

### PhD students and candidates

- Committee member, PhD students
  - Morgan Banville, English Department, Eastern Carolina University (2022- 2023)
  - Daniel Hocutt, Department of English, Old Dominion University (2017- 2019)
  - Alison Cardinal, Language and Rhetoric, University of Washington Seattle, WA (2016 – 2019)
  - Robert Racadio, Human Centered Design & Engineering, University of Washington Seattle, WA (2014 – 2016)
- Graduate school representative for PhD student
  - Cathy Kim, Education, Language and Rhetoric, University of Washington Seattle, WA (2016 – 2017)

### Masters students

- Reader, MA student
  - Lindsay Pryor (2014), Masters of Arts in Interdisciplinary Sciences, University of Washington Tacoma
- Independent studies, research projects, capstones
  - Doug Epps, Masters of Social Work (UW Tacoma), Independent study on Auto-ethnography 2015
  - An Ping, Masters of Human Center Design and Engineering (UW Seattle), researching Pregnancy Cost Prediction application for the Center for Data Science 2015
  - Qiuyan Zhang, Masters of Human Center Design and Engineering (UW Seattle), researching Pregnancy Cost Prediction application for the Center for Data Science 2015

### Undergraduate students

- Suweyda Abdi - DLUX Research Project Independent Study, 5 credits, Spring 2023
- Maria Babko - DLUX Research Project Independent Study, 5 credits, Spring 2023
- Brandy Garcia - DLUX Research Project Independent Study, Spring 2023
- LJ Norman - DLUX Research Project Independent Study, Spring 2023
- Y Lai - DLUX Research Project Independent Study, Spring 2023
- Candy Santos, Usability and Voting Independent Study, Fall 2022
- Croix Stone, Usability and Voting Independent Study, Fall 2022
- Renee Owley – Plain Language Literature review and Annotated Bibliography, 3 credits, 2021
- Chris Dunsmore – Social Robot Design Challenge Research and Outreach 3 credits, Spring 18
- Christina Nelson - Social Robot Design Challenge Research and Outreach 3 credits, Spring 18
- Fadumo Abdirahman – Social Robot Design Challenge Research and Outreach 5 credits, Spring 18
- Alex Merk – Social Robot Design Challenge Research and Outreach 3 credits, Spring 18

- Leah Kunesior – Social Robot Design Challenge Research and Outreach 5 Credits (co-advised with Josh Tenenber), Spring 18
- Jasvir Dosanjh – Social Robot Design Challenge Research and Outreach 5 Credits (co-advised with Josh Tenenber), Spring 18
- Chelsa Galvez - Social Robot Design Challenge Research and Outreach 3 credits (co-advised with Bryan Goda)., Spring 18
- Kyle Hously, CSS, undergraduate research on social robotics, (co-advised with Donald Chinn) Fall, Winter, Spring, 2017
- Amber Gao – Designing a Social Robot Design Challenge, 3 credits, Autumn 17
- Soobin Kim – Designing a Social Robot Design Challenge, 3 credits (co-advised with Bryan Goda), Autumn 17
- Ayda Kirkidian – Designing a Social Robot Design Challenge, 3 credits, Autumn 17
- Lynn Pham, Communication undergraduate, researching UX as Disruptive Practice: Examining Discursive Strategies. – Winter 2016
- Rutha Nugusa, SIAS, undergraduate research on social robotics, Fall 2017
- Sophie Nopp, CSS, undergraduate research on STEM practice identity at the Tacoma Computer Clubhouse 2015
- Brett Kenney, Communication undergraduate, researching Pregnancy Cost Prediction application for the Center for Data Science 2015
- Jen Worley, Writing Studies undergraduate, researching Pregnancy Cost Prediction application for the Center for Data Science 2015
- Internship advisor
  - Christine Tabia, Spring 2019, User experience and web content for UW Tacoma Professional Development Center
  - Alicia Cassell, Spring 2018, Social Media with Real Estate company
  - Lynn Pham, Spring 2016, SIAS Website usability study
  - Torren Nace, Fall 2015, Web site design and content creation for political consultants.
- Global Honors advisor
  - Harrison Lee, Thesis Advisor, 2019

### **Community and teaching service**

- Griffin School Board Director 2023-present
- Faculty ambassador, Tacoma Public Schools & Chief Leschi School – Outreach and workshops and creating connections with local public high schools, 2016-2018
- Member, Tacoma Public School’s Career and Technical Education Advisory group, 2018- 2019
- Member, SURJ, Olympia WA chapter (Standing up for Racial Justice) Spring 2015-2019
- Faculty Advisor, UX Student group (Spring 2015 - present)
- Faculty Co-founder, UX Tacoma a networking group of UX professionals located in and around Tacoma (founded 2014)
- Faculty mentor, Math Science Leadership 2014- 2019
- Advisor, Tacoma Computer Clubhouse 2014 - 2016
- Member, UW HCDE Diversity Board, 2007-2014
- 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 and groups

- ACM (Association for Computing Machinery)
- ACM SIGDOC. Special Interest Group for the Design of Communication
- User Experience 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

- |           |  |
|-----------|--|
| 2023      | Nominated for Distinguished Teaching Award, UW Tacoma  |
| 2023      | Nominated for Distinguished Teaching Award for Teams, UW Tri-campus  |
| 2023      | Research Article Award 2023, Programmatic Perspectives for What Do We Teach When We Say We Teach UX”   |
| 2023      | Distinguished Community Engagement Award, UW Tacoma, Office of Community Partnerships  |
| 2023      | Rose, E. & A Cardinal (2021) “Purpose and Participation: Heuristics for planning, implementing, and reflecting on social justice work” Chapter appearing in <i>Equipping Technical Communicators for Social Justice Work: Theories, Methodologies, and Pedagogies</i> edited by Rebecca Walton & Godwin Y. Agboka. Utah State University Press which was awarded the CCCC Award for Best Original Collection of Essays in Technical or Scientific Communication. |
| 2020      | Honorable Mention, SIGDOC for Rose, E., Putnam, C., & M. McDonald, C. (2020, October). Preparing Future UX Professionals: Human Skills, Technical Skills, and Dispositions. In Proceedings of the 38th ACM International Conference on Design of Communication (pp. 1-8).  |
| 2020      | Nominated for Distinguished Teaching Award, UW Tacoma  |
| 2018      | UW Tacoma faculty member of the year (2017-2018) Livable City Year, University of Washington.  |
| 2017      | Best Paper Award, SIGDOC for “Rose, E. Bjorling, E. Designing for engagement: Using participatory design to develop a social robot to measure teen stress”. <i>Proceedings of the 36<sup>th</sup> ACM International Conference on Design of Communication, Halifax, NS.</i>  |
| 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 <ul style="list-style-type: none"> <li>• Society for Technical Communication: Puget Sound Distinguished award</li> <li>• Society for Technical Communication: International STC award</li> <li>• Webby Award: People’s Choice</li> <li>• ASCIF 2004 Communications Award</li> </ul>  |
| 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

## Professional development

- Evidence-Based Teaching Fellows, Center of Teaching and Learning, UW Seattle. Fall 2022-Spring 2024
- Artificial Intelligence Community of Practice, UW Tacoma, Fall 2023
- Faculty Learning Community “Believing in First Generation Students,” UW Tacoma, Office of Equity and Inclusion, Spring 2022
- Summer Institute to Improve Digital Learning at UWT, Washington Center for Improving Undergraduate Education, Summer 2022
- Faculty Learning Community “Race and Racism in the classroom,” UW Tacoma, Office of Equity and Inclusion, Spring 2021
- Evidence Based Teaching Program Exploration Group, Center for Teaching and Learning, UW Seattle, Spring 2021
- Getting Started with Open Educational Resources, UW Tacoma Libraries, Summer 2020
- Technology Teaching Fellows Institute, Center for Teaching and Learning, UW Seattle 2020
- Faculty Learning Community, Office of Equity and Inclusion, UW Tacoma, Fall 2020
- Strengthening Educational Excellence with Diversity (SEED), 2016