

David Roedl

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EDUCATION

Human-Computer Interaction Design
Masters of Science / 2006-2009 / 3.9 GPA
School of Informatics, Indiana University
Student Mentor for graduate HCI design class.
Founding member of the Sustainable Interaction Design Research Group.

Informatics

Bachelor of Science / 2001-2005 / 3.1 GPA
School of Informatics, Indiana University
Cognate Area: Instructional Design
Minors: Psychology, Information Technology

SKILL SET

Design Tools & Methods

User-Centered Design	Information Architecture
Ethnography	Storyboards
Contextual Inquiry	Visual Design
Affinity Diagrams	Behavior Specification
Personas / Scenarios	Prototyping
Interaction Flows	Style Guides
Wireframes	Usability Testing

Software & Technical Skills

Fireworks	Flash
InDesign	Flex Builder
Balsamiq Mockups	Photoshop
Illustrator	HTML / CSS
Visio	Javascript

AWARDS

1st Place, Microsoft 2008 Imagine Cup
Interface Design Competition

4th Place, CHI 2007 Student Design
Competition

PROFESSIONAL EXPERIENCE

User Experience Designer

NAVTEQ / Washington, DC / August '08 - Present
Design the user experience for various mapping products including enterprise and consumer web applications and a mobile consumer navigation application. Participate in complete design process, including user research, concept development, information architecture, UI design, documentation, and visual design. Serve as project lead for user research and visual design.

Interaction Designer

Traditional Arts Indiana / Bloomington, IN / November '07 - July '08
Led the design and development of FolkTraditions.com, a rich internet application to promote appreciation for Indiana traditional artists.

Freelance Interaction Designer

Various Clients / May '05 - July '08
Designed and developed several web applications, including a college course registration system and an interactive photography portfolio. Work included information architecture, visual design, and development in PHP, Javascript and Flash.

Software Development Assistant

KCP Technologies / Emeryville, CA / April - July '06
Facilitated project meetings and communications with external partners. Assisted with quality assurance of software releases.

Web Developer

Center for Innovation in Assessment / Bloomington, IN / July-October '05
Developed and maintained a data visualization application used by Indiana elementary schools.

SELECTED PUBLICATIONS

Pierce, J. & **Roedl, D.** (2008). Changing Energy Use through Design. In (Blevis, E., contributing editor, Anderson, R. & Kolko, J., EICs) Forum: Sustainably Ours. *ACM Interactions*. Volume XV Number 1. ACM Press, New York, NY.

Odom, W., Pierce, J., **Roedl, D.** (2008). Social Incentive & Eco-Visualization Displays: Toward Persuading Greater Change in Dormitory Communities. In workshop proceedings of Public and Situated Displays to Support Communities. OZCHI 2008 Conference.

Pace, T., Ramalingam, S. and **Roedl, D.** (2007) Celerometer and Idling Reminder: Persuasive Technology for School Bus Eco-Driving. In *CHI '07 Extended Abstracts on Human Factors in Computing Systems* (San Jose, California, April 30 - May 3, 2007).