

Chris Furmanski, Ph.D.

User-research manager specializing in HCI

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Experience

Founder

Cuvid Technologies, Palo Alto, CA January 2005 to Present

Co-founded an e-commerce startup featuring an innovative web application that transforms customers' digital photos into personalized DVDs. I led every major technical & business effort to bring our award-winning educational product to market. I designed the web and back-end systems and then led a distributed developer team and pool of contracted artists to realize my vision. I created a key partnership with the industry leader in DVD fulfillment to support our system capable of autonomously handling over one million customers a year.

Director of Science and Research

Epoch Innovations, San Francisco, CA July 2004 to January 2005

Defined and managed the research path for an educational startup that created retail software to lessen the effects of dyslexia. I managed a team that designed and performed empirical user research, a large-sample longitudinal research study at Stanford, and a major software version release used as treatment for children in a retail education facility. I also created two-years of R&D plans with budgets for management that synthesized software development, research efforts, & marketing efforts.

Research Computer Scientist

HRL Labs, Malibu, CA June 2000 to June 2004

Performed innovative human-centered research at an aerospace laboratory. I led teams of 2 to 4 developers across 12 different research projects for Boeing, Raytheon, and DARPA; I personally raised and managed \$2M of research funding. I created, performed, and published a user study of a collaboration tool for web users and led the development of software models of human reasoning used to improve unmanned-vehicle guidance and satellite scheduling. I performed contextual inquiries with air-traffic controllers at NASA Ames to design better navigation displays and produced user studies of virtual-reality interfaces for wearable devices.

Graduate Student & Postdoctoral Fellow

UCLA, Los Angeles, CA September 1995 to December 2002

Mastered experimental design, user-testing methods, technical writing & neuroimaging (fMRI). My research combined cutting-edge brain imaging with classical psychophysical techniques to study how practice improves repeated viewing of computer images. I published 6 high-profile papers in international journals, and gave over 20 invited talks and conference presentations. I helped write a suite of analysis tools that used Fourier-based techniques to analyze and visualize multi-gigabyte data sets at a time when a gigabyte was a lot of information. I setup and managed a research laboratory of 6 graduate students, programmers, and analysts, while teaching lecture & lab courses. I also helped found a new university journal for publishing graduate-student research.

Education

Ph.D. and M.A., Cognitive Psychology

UCLA, Los Angeles, CA September 1995 to June 2001

My doctoral research was among the first to show how visual training in people fundamentally changes primary brain areas previously thought to be hard-wired.

Bachelor of Science, Psychobiology

UCLA, Los Angeles, CA September 1990 to June 1994

I use cognitive science to make HCI more intuitive

Expertise

Psychometrics
Project management
Small-team leadership
User-study design
Technical writing
Visualization

Research

Empirical user studies
User surveys & debriefs
Personas

Design

White-site testing
Gray-box wire frames
Information architecting
Rapid iterative prototypes
Cognitive walkthroughs
Heuristic evaluation
Use scenarios

Tools

Matlab
Dreamweaver
OmniGraffle & Plan
Photoshop & Illustrator
MS Project & Visio
WordPress
SPSS

Business

SEO & AdWords
Customer segmentation
A-B split testing

My URLs

Cuvid.com
Totbyme.com
Babythoughts.com
Furmanski.net

Miscellany

U.S. Patent 7,315,241