

## Contributors

**Tatiana Batova** is Associate Professor at the Darden School of Business in the University of Virginia where she teaches leadership communication, user experience, and storytelling with data. Her research interests focus on cross-cultural data visualization, user experience methodologies, content strategy, and global communication in business and healthcare.

**Amelia Chesley** is Assistant Professor of Professional Writing at Embry-Riddle Aeronautical University in Prescott, Arizona, where she teaches in the department of Humanities and Communication. Her research engages with multimedia access, transdisciplinarity, and digital rhetorics, as well as communities of participatory knowledge-making and creative, crowdsourced projects. She helps coordinate the student-run podcast *What's the Word? Eagle Alumni Spotlights*, serves as a faculty sponsor and co-editor of *The Black Box*, Embry-Riddle's creative arts magazine, and records audiobooks with LibriVox when she can.

**Felicia Chong** is a senior content strategist with UX experience in both industry and academic settings, as well as government agencies. She received the 2022 Nell Ann Pickett Award for her co-authored article, "Student Recruitment in Technical and Professional Communication Programs," in *Technical Communication Quarterly*. She is also the co-author of *Interpersonal Skills for Group Collaboration*.

**Richard Douglas Divine** earned his PhD in human centered design and engineering at the University of Washington. His research focuses on technology-assisted reflection and workplace communication. He is a user-centered analyst, researcher, and data enthusiast with over 20 years of experience leading programs in operations, analytics, and product development. He currently serves as a principal analyst managing finance IT governance for the City of Tacoma in Washington state.

**Jeffrey M. Gerding** is Assistant Professor of English at Xavier University in Cincinnati, Ohio. His research and teaching focus on technical communication, the rhetoric of civic engagement, service learning, and digital rhetoric. His work has appeared in *Technical Communication*, *Journal of Business and Technical Communication*, *IEEE Transactions on Professional Communication*, and the *Journal of Interactive Technology and Pedagogy*. He received his PhD in English from the rhetoric and composition program at Purdue University in 2018. He is available at [gerdingjr@xavier.edu](mailto:gerdingjr@xavier.edu).

**Laura Gonzáles** researches, teaches, and practices UX, translation, and community engagement. She is Vice President of the Association of Teachers of Technical Writing (ATTW) and editor-in-chief of *Reflections: A Journal of Community-Engaged Writing and Rhetoric*.

**Keith Instone's** 30-year career has been divided in three periods of about 10 years each: human-computer interaction researcher, industry practitioner (IBM), and user experience consultant. His newest role is industry analyst.

**Jennifer Ismirle** is a user experience researcher and technical writer with over seven years experience conducting qualitative research and evaluations for industry, nonprofits, government, and academic departments or institutions. She collaborates with cross-functional teams and stakeholders to design, plan, and conduct strategic UX research and provide clear and actionable insights for improving the experiences of their products. She has three degrees from Michigan State University: an M.A. in digital rhetoric and professional writing, a B.A. in professional writing, and a B.A. in English.

**William Kangas** is Executive Director of the Pope Francis Center in Detroit, a nonprofit organization that provides services and support to the homeless and marginalized. He is also a writer and teacher who explores the intersection of spiritual practice and creating effective and compassionate teams. He has successfully led teams for the past 20 years to have a significant impact on serving people in need. He holds a PhD in theology from the Catholic University of America.

**Rita Koris** is Associate Professor in the Department Human Resource Development at Budapest University of Economics and Business (Hungary) where she teaches courses in business and management in the EMI program of the university. Her research interests lie primarily in innovative teaching practices of business education, internationalization of HE, collaborative online international learning (COIL), transversal skills development and teachers' academic development.

**Lane Lynn** is a user-centered design leader at Northrop Grumman with 16 years of experience in digital design, process improvement, and communications. She specializes in scaling UX practices, experience measurement, and applying human psychology to complex system-of-systems product development. Her work has been featured in internal industry publications, including *Women Designing a Digital Path Forward* and *10 Ways Digital Transformation is Changing How We Work*, highlighting her contributions to digital transformation, Agile integration, and enterprise knowledge sharing.

**Ben Lauren** is Associate Professor and Chair of the Department of Writing Studies at the University of Miami. He also serves as Director of Innovation and Society, a co-major that infuses design thinking and data science in support of sustainable futures. His scholarly work intersects songwriting, user experience, design (thinking), rhetorical theory, and community-led and institutional change.

**Holly Lussenden** is a user experience researcher with Northrop Grumman Corporation. Her work has spanned across several different fields including Air Force Weather and America's intercontinental ballistic missile defense programs where she's been able to conduct extensive user research and ultimately impact user interfaces. She received her M.A. in Geography from East Carolina University and her B.S. in Atmospheric Sciences from the University of Nebraska-Lincoln.

**Ginnifer Mastarone** is a user experience researcher with more than ten years of experience creating impactful user experiences. Her career has spanned across the academic, healthcare, government and technology sectors. She earned a PhD

in communication at the University of Illinois at Chicago where she specialized in health communication and survey research.

**Casey McArdle** is Assistant Professor in the Department of Writing, Rhetoric, and Cultures at Michigan State University. He is the Director of the Experience Architecture Program and has several publications and conference presentations that focus on online interaction via academic, professional, and social spaces. His research examines experience architecture, learning experience design, generative artificial intelligence, online writing instruction, leadership, web development, user experience research, user experience design, and rhetorical theory.

**Matthew Miller** is a senior principal UX designer at Northrop Grumman, leading the design of mission-critical systems that drive key DoD programs. He specializes in visual and interaction design, information architecture, and user centered research across multiple platforms. Using methods like in-person interviews, contextual inquiry, and A/B testing, he uncovers user insights to create intuitive, high-impact design solutions. His mobile application designs have been classified as a Northrop Grumman trade secret, underscoring their strategic importance to the organization.

**Sushil K. Oswal** is Professor of Human-Centered Design and HCI at the University of Washington and research faculty in the Center for Research on Education and Accessible Technology and Experiences. Sushil's sociotechnical research focuses on overlooked accessibility issues in human-computer interaction design spaces such as the ecology of medical device design, mobile platforms embedded in such devices, user interfaces of computer hardware, contexts of use in web applications, and web experience architectures of learning systems. His COIL courses translate some of this design knowledge for distributed learning spaces.

**Zsuzsanna B. Palmer** is Associate Professor in the Department of Writing at Grand Valley State University in Michigan where she teaches professional writing, UX writing, and document design. Her research interests include intercultural communication, virtual exchange projects, visual rhetoric, website accessibility, and translingual writing. Her articles have been published in *Journal of Technical Writing and Communication*, *Journal of Business and Technical Communication*, and *Business and Professional Communication Quarterly*. She has also contributed chapters to edited collections about translingual pedagogy and citizenship and advocacy in technical communication and has published articles about website accessibility.

**Ashley Patriarca** is Associate Professor of English at West Chester University of Pennsylvania, where she teaches courses in professional and technical writing and directs the first-year writing program. Her research can be found in *Journal of Business and Technical Communication*, *Assembling Critical Components: A Framework for Sustaining Technical and Professional Communication*, and other publications.

**Liza Potts** is Professor in the Department of Writing, Rhetoric, and Cultures at Michigan State University where she leads WIDE Research and is a co-founder of the Experience Architecture program. Her research interests include networked participatory culture, social user experience, and digital rhetoric.

Her professional experience includes working for technology startups, Microsoft, and design consultancies.

**Chalice Randazzo** researches the intersection of practical and critical-cultural technical and professional communication, especially silence and missing voices. She is Associate Professor of Professional Writing at Utah Tech University.

**Cody Reimer** is Associate Professor of English at the University of Wisconsin-Stout, where he teaches courses in the Professional Communication and Emerging Media program. His research examines the intersection of technical writing and game studies, specifically user experience research and documentation. He also works as the rules writer for Paverson Games' award-winning board games and co-hosts the podcast *Game Studies Review*.

**Joseph W. Robertshaw**. As a first generation academic from a working-class family, Dr. Robertshaw (rhetoric and writing, Bowling Green State University) also holds an M.S. of Ed (curriculum and instruction) and an M.A. in English from Youngstown State University. He currently loves teaching students in the Business and Technical Writing Program at the University of Alabama in Huntsville and conducts research in the field of rhetoric, writing, and composition. He also enjoys writing fiction, gardening, and fishing.

**Joy Robinson** is a Senior UX Researcher on the ChromeOS team at Google, where she delivers insights that shape the Chromebook user experience. Her journey includes roles as a UX Manager for Northrop Grumman and Assistant Professor at University of Alabama in Huntsville (UAH) specializing in UX. At UAH she taught UX and technical writing courses, founded and ran the university's only UX lab. Joy earned her PhD from the Illinois Institute of Technology (IIT) in technical writing. She also holds M.S. and B.S. degrees in engineering from IIT and Rensselaer Polytechnic Institute, respectively.

**Renee Rogge** earned her bachelor's and doctoral degrees in biomedical engineering from Tulane University and the University of Iowa, respectively. She is Dean of Faculty and Professor of Biomedical Engineering at Rose-Hulman Institute of Technology where she co-developed a capstone design sequence that emphasizes assistive technology development. Over 100 undergraduate capstone teams have participated in the program, which has previously received support from the National Science Foundation as part of the Research to Aid Persons with Disabilities program.

**Missie Smith** researches how technology use affects human perception, performance, and preferences. She is currently Assistant Professor of Industrial and Systems Engineering at Auburn University. Prior to that, she spent four years as a Research Scientist at Reality Labs and two years as Assistant Professor of Industrial and Systems Engineering at Oakland University. She received her PhD in Industrial and Systems Engineering at Virginia Tech and her M.S. and B.S. degrees in Industrial Engineering at Mississippi State University.

**John M. Spartz** is a reformed Associate Professor from the University of Wisconsin-Stout English and Philosophy Department now working as a Senior

UX Researcher at Edward Jones. As a member of a SAFe enterprise software development team, he leads the strategic design and execution of UX and usability research to help inform product decisions. He has previously published in *Journal of Business and Technical Communication*, *IEEE Transactions in Professional Communication*, and *Programmatic Perspectives* around UX and entrepreneurship.

**Kirk St.Amant** is Professor and Eunice C. Williamson Chair in Technical Communication at Louisiana Tech University where he serves as the Director of Louisiana Tech's Center for Health and Medical Communication. He is also an Adjunct Professor of Health and Medical Communication with the University of Limerick in Ireland and a Research Fellow in User Experience Design with the University of Strasbourg in France. His research focuses on usability in international health and medical contexts, global health literacy, and developing health and medical products patients in different cultures can use easily and effectively.

**Sarah Summers** earned her bachelor's and doctoral degrees in English from DePauw University and Penn State, respectively. She is Associate Dean for Academic Affairs at Franklin College where she oversees faculty development, engaged learning, academic advising, and first-year seminars. Her scholarly work focuses on faculty development and writing pedagogy and includes articles in *Writing Center Journal*, *Computers and Composition*, and *Insight: A Journal of Scholarly Teaching*.

**Heather Noel Turner** is Assistant Professor and Director of Internships in the Department of English at Santa Clara University (SCU). Her research interests include user experience (UX), pedagogy, design methodologies, and rhetorical approaches for data visualization. At SCU, Dr. Turner serves as founder and director of the User Experience Research and Writing Lab.

**Ryan Weber** is Associate Professor of English, Director of Business and Technical Communication, and Director of UX Programs at the University of Alabama in Huntsville. His work has appeared in publications including *Communication Designed Quarterly*, *Technical Communication Quarterly*, and *Journal of Technical Writing and Communication*. He hosts the podcast *10-Minute Tech Comm*.

**Kristin Williams** is the human resources coordinator for Avalign Technologies. Before joining Avalign, she was a web team writer for West Chester University of Pennsylvania and previously worked in digital marketing.

**Eric J. York** is Associate Professor of English at Iowa State University where he teaches courses in rhetoric and in UX design and development and studies the social and pedagogical implications of emerging technologies. He's also a practicing fullstack web developer.

**Mark Zachry** is Professor of Human Centered Design & Engineering at the University of Washington where he directs the Communicative Practices in Virtual Workspaces Laboratory. His research areas include intelligent interfaces to support virtual interactions and social behavior in computational systems. He is an STC Associate Fellow and Fellow in the Association of Teachers of Technical Writing (ATTW).