Curriculum Vitae

Paul S. Eisen, Ph.D., P.Eng.

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PRACTICE AREAS

Human Factors

- User Experience for consumer products, software & systems
- Warnings & Instructions
- Visual Perception
- Physical & Auditory Sensation
- Perception Reaction Time
- Cognitive Load & Information Processing
- Nighttime Visibility
- Workplace & Cognitive Psychology
- Psychophysics & Psychometrics
- Workplace Ergonomics & Physiology
- Systems Design
- Visual Displays
- Computer Interaction

ACADEMIC BACKGROUND

Doctorate of Industrial Engineering & Operations Research, Human Factors Specialization, Virginia Tech, 1990

- Dissertation: Characterizing the perceived quality degradation of still-camera motion blur

Masters of Industrial Engineering & Operations Research, Human Factors Specialization, Virginia Tech, 1988

- Thesis: An evaluation of the manipulation of color in alternative color spaces

Bachelors of Industrial Engineering, University of Toronto, 1986

- Thesis: Fuzzy set analysis of skill, rule, and knowledge-based workload

EMPLOYMENT HISTORY

Eisen UX, Toronto
President, 2019 to present
Lead consultant for research & design human factors consulting services

Advantage Forensics Inc., Toronto
Senior Consultant, 2022 to present
Serior investigator on product failure, collision reconstruction & personal injury cases

University of Toronto, Toronto
Adjunct Professor, 2002 to 2003, 2017 to present
Undergraduate Engineering Professor, Human Factors couses

Paul S. Eisen, Ph.D., P.Eng.

PricewaterhouseCoopers Canada, Toronto

Director, Experience Design, 2016 to 2019
Led the experience strategy & design competencies within the Experience Consulting practice group

Sapient Canada, Toronto

Director, Experience Design, 2012 to 2016
Led the User Experience competencies in Canada for digital product design

TandemSeven, Plymouth, MA

Principal User Experience Architect, 2006 to 2012
Led & delivered User Experience programs & solutions; supported sales & development

CIBC, Toronto

Senior Director, 2004 to 2006; Director 2001 to 2004; Senior Manager 1994 to 1999
Designed programs, processes & software to manage & improve financial & operational controls
Responsible for design improvements of software interface, consumer products & workplace ergonomics

Immersant, Toronto

Global Interactive Architecture Lead, 1999 to 2001
Managed user experience design competency for a global consultancy

IBM, Toronto

Human Factors Engineer, 1991 to 1994
Designed user experience for software products

PROFESSIONAL SOCIETIES, ASSOCIATIONS & AWARDS

Professional Engineers Ontario

Human Factors & Ergonomics Society (HFES)

Human Factors Association of Canada, Ontario Chapter – Past Director

User Experience Professionals Association (UXPA)

Sheridan University – Interaction Design Program Professional Advisory Council

Toronto Regional Computer-Human Interaction Group

Interaction Design Association

Outstanding Achievement, Financial Services, Interactive Media Award, 2011 (for web portal user design)

World's 10 Best Intranets, Nielsen-Norman Group, 2008 & 2010 (for web portal user designs)

Paul S. Eisen, Ph.D., P.Eng.

ADDITIONAL COURSES & TRAINING

- Annual Conference of the Interaction Design Association, 2013
- IHRIM Conference on Human Resources Technology, 2008
- Gartner Portals, Content, and Collaboration Summit, 2008
- World Usability Day Conference, 2008, 2006
- CHI Conference on Human Factors in Computing Systems, 2000, 1997
- HFES Annual Conferences 1993, 1992, 1988
- Society for Information Display Annual Conference, 1990

CONFERENCE INVITED SPEAKER

- Frameworks: Foundations of Experience: Toronto Regional Chapter of ACM's SIG on Computer-Human Interaction, 2019
- Frameworks: Foundations of Experience: World Information Architecture Day, Toronto, 2019
- User Analysis: Panel at meeting of Toronto Regional Chapter of ACM's SIG on Computer-Human Interaction, 2009
- Campbell Soup award-winning enterprise portal: IHRIM Conference on Human Resources Technology, Orlando, 2008
- Campbell Soup award-winning enterprise portal: CIBC World Usability Day, 2008
- Campbell Soup award-winning enterprise portal: Gartner Portals, Content, and Collaboration Summit, 2008
- Remote User Research, World Usability Day, Chicago, 2006
- Applying UX Strategies to Maximize Customer Loyalty and Drive Profitability – Online Investing Summit, New York, 1999
- Usability – Meeting of Society for Technical Communications – Toronto Chapter, 1996
- Color manipulation in alternative color spaces: Society for Information Display Annual Conference, Las Vegas, 1990

JOURNAL PAPERS & PUBLICATIONS

- "Dispelling 5 Myths about Experience Design", SapientNitro, 2016
- "Behavioural Segmentation for Personas: The importance of Interaction Style", TandemSeven, 2013
- Author of book chapter: "Design of Portals", in Handbook of Human Factors in Web Design, 2nd Ed., 2011
- "Architect Your Customer's On-line Experience to Maximize ROI", Future Banker, 1999
- "Characterizing perceived quality degradation of still-camera motion blur", Doctoral Thesis, Virginia Tech, 1990
- "An evaluation of the manipulation of color in alternative color spaces", Masters Thesis, Virginia Tech, 1988
- "A fuzzy set analysis of skill, rule, and knowledge-based workload", Proceedings of the Human Factors and Ergonomics Society Annual Meeting, (32):2, 1988
- "Fuzzy Analysis of Skill and Rule-Based Mental Workload", Advances in Phycology, Vol. 52, 1988
- "Progress in Mental Workload Measurement", Proceedings of the Human Factors and Ergonomics Society Annual Meeting, (30):11, 1986
- "Fuzzy set analysis of skill, rule, and knowledge-based workload", Undergraduate Thesis, University of Toronto, 1986