

SUMMARY

User experience researcher and designer with a background in psychology and HCI, and four years of research experience. Skillset includes user testing, user-centered design, and writing for user interface content and research publications. A strong sense of empathy and attention to detail drive my passion for improving usability and ensuring a pleasant user experience within web and mobile environments.

SKILLS

Usability testing	Rapid prototyping	Information architecture	User interface text
Eye tracking	Task analysis	Cognitive walkthrough	Card sorting
Contextual inquiry	Competitor analysis	Wireframing	Interviews

EDUCATION

Georgia Institute of Technology Atlanta, GA
Master of Science – *Human-Computer Interaction* May 2014

Worcester Polytechnic Institute Worcester, MA
Bachelor of Science, with distinction – *Psychological Science and Humanities & Arts (Music)* May 2011

PROFESSIONAL EXPERIENCE

User Experience Design Intern

Verizon Wireless – Waltham, MA May – July 2013

Served on the user experience design team and contributed to various projects and tasks including:

- Design and implementation of a user study with blind and low-vision individuals regarding the out-of-box experience and usability of a screen reader application
- Assessment of internal-facing accessibility resources for sales representatives
- Iterative reviews of user interface text on pre-release devices and accompanying instructional materials

Research Analyst, *Educational Psychology Laboratory and Learning Sciences Laboratory*

Worcester Polytechnic Institute – Worcester, MA June 2011 – July 2012

- Participated in the implementation, data collection, analysis, and evaluation of research projects focused around an intelligent tutoring system for scientific inquiry skills used by middle school students

RESEARCH & PROJECTS

Information Architecture Redesign of Georgia Tech's MS-HCI Program Website

Georgia Institute of Technology – Atlanta, GA August 2013 – April 2014

- Conducted user testing in an iterative design process to improve the information architecture of Georgia Tech's MS-HCI program website
- Carried out a competitor analysis, user surveys, card sorting sessions, paper prototype sessions, and an evaluation of a functional HTML prototype of the new information architecture

Civic Media, Food Systems, & Interaction Design: Evaluation and redesign of a website for a local urban farm

Georgia Institute of Technology – Atlanta, GA

January – April 2013

- Provided digital media solutions for a local non-profit organization, Friends of English Avenue, which runs a small urban farm in an impoverished neighborhood of Atlanta
- Carried out a design research process that included ethnography, requirements gathering, and mock-up iterations in order to re-envision a website that better suited the client's needs and goals
- This project resulted in a fully implemented website redesign for the client

The effects of music with and without words on knowledge acquisition: An eye-tracking study

Worcester Polytechnic Institute – Worcester, MA

August 2010 – April 2011

- Conducted a research study examining the effects that listening to music (either with or without words) has on the reading comprehension of middle school students, using eye-tracking data as the primary means of analysis

COMPUTER KNOWLEDGE

Web: HTML/CSS; Some experience with PHP and JavaScript

Design: Adobe Photoshop, Balsamiq

Statistics: SPSS

PUBLICATIONS

- Miller, W.L., Baker, R.S., & **Rossi, L.M.** (2014). Unifying Computer-Based Assessment Across Conceptual Instruction, Problem-Solving, and Digital Games. *Technology, Knowledge, and Learning*, 19, 165-181.
- Paquette, L., Baker, R.S., Sao Pedro, M.A., Gobert, J.D., **Rossi, L.**, Nakama, A., & Kauffman-Rogoff, Z. (2014). Sensor-Free Affect Detection for a Simulation-Based Science Inquiry Learning Environment. In *Proceedings of the 12th International Conference on Intelligent Tutoring Systems*, 1-10.
- Baker, R.S.J.d., HersHKovitz, A., **Rossi, L.M.**, Goldstein, A.B., & Gowda, S.M. (2013). Predicting Robust Learning With the Visual Form of the Moment-by-Moment Learning Curve. *Journal of the Learning Sciences*, 22 (4), 639-666.
- Rodrigo, M.M.T., Baker, R.S.J.d., & **Rossi, L.** (2013). Student Off-Task Behavior in Computer-Based Learning in the Philippines: Comparison to Prior Research in the USA. *Teachers College Record*, 115 (10), 1-27.
- Baker, R.S.J.d., & **Rossi, L.M.** (2013). Assessing the Disengaged Behavior of Learners. In R. Sottolare, A. Graesser, X. Hu, & H. Holden (Eds.), *Design Recommendations for Intelligent Tutoring Systems -- Volume 1 -- Learner Modeling* (pp. 155-166). Orlando, FL: U.S. Army Research Lab.
- Gowda, S.M., Baker, R.S.J.d., Corbett, A.T., & **Rossi, L.M.** (2013). Towards Automatically Detecting Whether Student Learning is Shallow. *International Journal of Artificial Intelligence in Education*, 23 (1), 50-70.
- HersHKovitz, A., Baker, R.S.J.d., Moore, G.R., **Rossi, L.M.**, & van Velsen, M. (2013). The Interplay between Affect and Engagement in Classrooms Using AIED Software. In *Proceedings of the 16th International Conference on Artificial Intelligence and Education*, 587-590.
- Baker, R.S.J.d., Gowda, S.M., Wixon, M., Kalka, J., Wagner, A.Z., Salvi, A., Alevan, V., Kusbit, G., Ocumpaugh, J., & **Rossi, L.** (2012). Towards sensor-free affect detection in Cognitive Tutor Algebra. In *Proceedings of the 5th International Conference on Educational Data Mining*, 126-133.
- Gobert, J., Wild, S.C., & **Rossi, L.** (2012). Testing the effects of prior coursework and gender on geosciences learning with Google Earth. In S.J. Whitmeyer, J.E. Bailey, D.G. De Paor, & T. Ornduff (Eds.), *Google Earth and Virtual Visualizations in Geoscience Education and Research: Geological Society of America Special Paper 492*, 453-468.