HALLIE **CLARK**

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OBJECTIVE

With the continuing evolution of technologies, and their various uses – it's critical to keep the user at the forefront of design. My goal is to maintain best practices of user experiences throughout all stages of technological development.

EDUCATION

B.S.| North Carolina State University
MAY 2014 • PSYCHOLOGY

M.S. | North Carolina State University
AUGUST 2016 • HUMAN FACTORS AND APPLIED COGNITION
Thesis: Semi-Autonomous Vehicle Technology: Examining Age-Differences Driver Performance during the Take-Over of Vehicle Control

Ph.D. | North Carolina State University
EXPECTED 2019 • HUMAN FACTORS AND APPLIED COGNITION
Currently pursuing a Ph.D. at the University. All coursework has been completed.

PROFESSIONAL EXPERIENCE

UX Researcher | Lenovo
APRIL 2018 – CURRENT
Crafting and completing UX studies for the Hardware and Next UX teams at Lenovo, specializing in survey design and user research plans.

Primary Instructor| North Carolina State University
JANUARY 2016 – DECEMBER 2017
Taught Applied Psychology, Cognitive Psychology, and Perception. Responsible for course structure and planning, lecturing, and all relations relative to the course.

UX Intern | Lenovo
MAY 2017 – DECEMBER 2017
Completed a competitive analysis for the DCG UX team. Provided UX recommendations for the development of a sales tool.

Research Assistant | Institute for Transportation Research and Education
AUGUST 2015 – JANUARY 2017
Human factors consultant in the development of experimental studies focused on diverging diamond interchange systems. Designed and programmed driving simulator projects.

Quality Assurance Intern | Magnus Health
MAY 2015 – AUGUST 2015
Completed usability tests and regressions on website features, both new and existing.

PUBLICATIONS

Clark, H., McLaughlin, A. C., & Feng, J. (2017, September). Situational Awareness and Time to Takeover: Exploring an Alternative Method to Measure Engagement with High-Level Automation. In Proceedings of the Human Factors and Ergonomics Society Annual Meeting (Vol. 61, No. 1, pp. 1452-1456). Sage CA: Los Angeles, CA: SAGE Publications.

Clark, H., McLaughlin, A. C., Williams, B., & Feng, J. (2017, September). Performance in Takeover and Characteristics of Non-driving Related Tasks during Highly Automated Driving in Younger and Older Drivers. In Proceedings of the Human Factors and Ergonomics Society Annual Meeting (Vol. 61, No. 1, pp. 37-41). Sage CA: Los Angeles, CA: SAGE Publications.

Clark, H., & Feng, J. (2016). Age differences in the takeover of vehicle control and engagement in non-driving-related activities in simulated driving with conditional automation. Accident Analysis & Prevention.

Clark, H., & Feng, J. (2015, September). Semi-Autonomous Vehicles: Examining Driver Performance during the Take-Over. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* (Vol. 59, No. 1, pp. 781-785). SAGE Publications.

Pybus, L., Taub, M., Clark, H., & Furlough, C. (2014, September). More Information May Reduce Errors for Novice Users: Usability Testing and Redesign of the Square Register App. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* (Vol. 58, No. 1, pp. 1124-1128). SAGE Publications.

PRESENTATIONS

Hallie Clark, Anne McLaughlin, Billy Williams & Jing Feng (2017). Performance in Takeover and Characteristics of Non-driving Related Tasks during Highly Automated Driving in Younger and Older Drivers. Human Factors and Ergonomics Society Conference (*Oral Presentation*)

Hallie Clark, Anne McLaughlin & Jing Feng (2017). Situational Awareness and Time to Takeover: Exploring an Alternate Method to Measure Engagement with High-Level Automation. Human Factors and Ergonomics Society Conference (*Poster Presentation*)

Hallie Clark & Jing Feng (2016). Semi-Autonomous Vehicles: Age Differences in Driver Behavior at the Take-Over. Carolina Cognition Conference (*Poster Presentation*)

Hallie Clark & Jing Feng (2016). Semi-Autonomous Vehicles: Age Differences in Driver Behavior at the Take-Over. Conference (*Department Presentation*)

Hallie Clark & Jing Feng (2015). Semi-Autonomous Vehicles: Examining Driver Performance during the Take-Over. Human Factors and Ergonomics Society Conference (*Poster Presentation*)

Hallie Clark (2015). Human Factors in Driving (*Guest Lecture*)

Hallie Clark, Jing Feng & HeeSun Choi (2015). The Temporal Effect of Visual Cues: How Reliability Affects Task Performance. Carolina Cognition Conference (*Poster Presentation*)

Hallie Clark, Jing Feng & HeeSun Choi (2014). The Temporal Effect of Visual Cues NC State University Annual Undergraduate Research Symposium (*Poster Presentation*)

SKILLS

- UX recommendations
- Survey design
- User research
- Competitive analyses
- Programming and operating driving simulators
- Data analysis with SPSS
- Microsoft Excel
- Presentations and lectures
- Trained in eye tracking and EEG administration

HONORS AND AWARDS

- Megan Cornog Highway Safety Scholarship, Highway Safety Research Center (July, 2015)
- 23rd Annual NC State Undergraduate Research Symposium Winner (May, 2014)
- Outstanding Undergraduate Research, Sigma Xi (May, 2014)