

DeKita Moon

User Experience Researcher | Interaction Designer | Data Whisperer

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OBJECTIVE

Experienced researcher, developer, and interaction designer with over 10 years of investigating user behavior experience seeking a position to apply my knowledge in system development, user experience, data science, and/or interaction design.

EDUCATION

Aug. 2014 – May. 2020 (expected)

University of Florida, Gainesville, FL

Ph.D. in Human-Centered Computing, GPA: 4.0

Advisor: Dr. Juan Gilbert

- Relevant Coursework: Interaction Design, Spoken Language Systems, Measurement and Evaluation of HCC Systems, Fundamentals of HCC, Database Management System Design, Research Design I, System Design and Analysis of Human-Machine Systems

Jan. 2006 - May 2011

Fort Valley State University, Fort Valley, GA

Bachelor of Science in Computer Information Systems, GPA: 3.0

Minor: Business Management

Advisor: Dr. Cheryl Swanier

- Relevant Coursework: System Design and Analysis, Theory Programming Languages, Data Structures, Principles of Programming I & II

Aug. 2002 - May 2004

Savannah Technical College, Savannah, GA

Associates Degree in Marketing Management

Minor: Business Management

PROFESSIONAL EXPERIENCE

May 2018 - Aug. 2018

Education Segment Associate Intern

Intel Corporation, Client Computing Group

- Assisted with building and developing strategies for future Client Computing Group (CCG) education technologies for its 37B in revenue CCG
- Conducted primary and secondary research to discover trends and education use cases in learning environments, discovered market trends, and conducted a competitive outlook on the education ecosystem
- Set up and presented an Intel Labs demo for groups of international guests

May 2016 - Aug. 2016

Independent Research and Development

Harris Corporation, Space and Intelligent Systems

- Used UX design principles and methodologies to develop a voice-command interface for a swarm of drones
- Implemented a V-REP simulation using the Python programming language using embedded script and a remote API client

May 2015 - Aug. 2015

Systems Analysis Intern

Intel Corporation, Information Technology Infrastructure Engineering, Hillsboro, OR

- Worked closely with stakeholders for improving the efficiency and the productivity in the meeting workplace
- Conducted user research with more than 30 employees that led to the optimization of an IoT technology solution in the IT department
- Implementing a plan that enables frequent meeting-goers to reduce time spent and the difficulty involved with joining a meeting across multiple platforms

May 2009 - May 2011

Technical Service Assistant

Fort Valley State University Agriculture Department, GA

- Maintained positive relationships with faculty and staff servicing approximately 650 users and trained users on software changes
- Instructed and assisted four interns, answered questions from interns and staff pertaining to day-to-day operations
- Executed support services with little or no supervision using problem-solving methods

RESEARCH EXPERIENCE

June 2019 - Present

Research Scientist

Morehouse College, Culturally-Relevant Research Lab (CRCL), GA

- Used YouTube's API and analytics data to develop a Python application for security efforts
- Assisting groups of undergrad students with software development
- Taught K-12 students computational thinking with Sphero robots and JavaScript

Aug. 2014 - June 2019

Graduate Research Assistant

Human-Experience Research Lab (HXRL), University of Florida, FL

- Designing, developing, and evaluating a personalized math word problem generator using student interest (Dissertation research)
- Co-invented the Traffic Stop app which included contribution to the UI interface, website design, and social media marketing (Patent pending)
- Conducted focus groups with users (both potential and lead) and Grooveshark employees to design a chat feature on their website
- Using the experiment design process to devise Brain Computer Interface (BCI) related studies, including a study to measure user engagement while implementing usability testing methods using an EEG neuroheadset
- Designed a usability test to evaluate the user experience and accuracy of a unique video identification verification method
- Worked on a team to conduct the heuristic evaluation and usability tests of the ExpressVote Election Systems and Software (ES&S) voting system

May 2011 - July 2011

Undergraduate Researcher

The Robotics Institute, Carnegie Mellon University, PA

Advisor: Dr. Paul Rybski

- Analyzed and organized data to develop a n-gram language model used for the verbal interaction between Snackbot

and humans

- Created, tested, and debugged Sphinx-4 applications written entirely in java

LEADERSHIP EXPERIENCE

Jan. 2012 – Present

Graduate Research Assistant

Human Experience Research Lab, University of Florida, FL

- Spearheaded the design and implementation of four lab research websites
- Mentored and coached interns and undergraduates by introducing several development tools and skills (e.g. Balsamiq mockups, Photoshop, Dreamweaver, web design, Dialogflow, etc.)
- Responsible for the maintenance and reordering of equipment, supplies, software, and documentations as the lab manager

Jan. 2011 - May 2011

Robotics Team Lead

Advancing Robotics Technology for Societal Impact (ARTSI) Alliance, Fort Valley University, GA

- Led a team of colleagues in coding, debugging, and testing iRobot Create/Asus
- Troubleshoot and maintained robot before and during competition

RESEARCH INTEREST/SKILLS

- **Interest:** Data Science, Analytics, and Visualization, Natural Language Processing, Human-Computer Interface, UX, Spoken Language Systems, Web Development, Education Technologies
- **Programming/Web Development:** Python, Java, C++, Sphinx-4, VoiceXML, PHP, MySQL, JavaScript, HTML, CSS, Photoshop, Dreamweaver
- **UX/UI Skills:** Prototyping, Wireframing, User Research, Heuristic Evaluation, Focus Groups, Interviews, Survey Design, Quantitative and Qualitative Analysis, Benchmarking, A/B Testing, Competitive Evaluation, Personas, Affinity Diagram, Task Analysis, Storyboarding, Rapid Prototyping, Product Development, Think-Aloud Protocol

ACTIVITIES/AWARDS

- UF Graduate School Council (GSC) grant reviewer, 2017
- Finalist, National Academy of Inventors Student Innovation Showcase: Virtual Traffic Stop, 2017
- SwampHacks, 2016
- Tutoring Services for the Guarded Heart Youth, 2016-present
- Intel Scholar, The National GEM Consortium, 2015
- Product Manager, Lab Daze documentary/reality show series, 2013-2017
- Scholarship recipient, Computer Research Association Women (CRA-W) Grad Cohort Workshop
- Scholarship recipient, Association of Computing Machinery's Special Interest Group on Accessible Computing (SIGACCESS) Scholarship, 2013
- Design Team Member, Google Design Jam, 2013
- Fellowship recipient, S-STEM: Human-Centered Computing Scholars, 2013-Present,
- Student Co-chair, Minority Student Success Initiative (MSSI), 2013-2014
- Secretary, School of Computing Graduate Student Association (SOCGA), 2012
- Professional Affiliations: HFES (2013), School of Computing Graduate Student Association (2011), IEEE (2011), NSBE (2009), Association of Computing Machinery (ACM) 2008

CONFERENCE PAPERS & PUBLICATIONS

- Simley, T., Mack, N., Pittman, T., Cook, C., Cummings, R., Moon, D., Gosha, K. (2020). Assessing the Efficacy of Integrating Computer Science, Math, and Science in a Middle School Sphero Robotics Summer Program. Research on Equity and Sustained Participation in Engineering, Computing, and Technology (RESPECT), IEEE 2020.
- Moon, D.G. & Gilbert, J.E. (2019). Illmatics: A Web-based Math Word Problem Generator for Students' Distal and Proximal Interests. In S. Carliner (Ed.), *Proceedings of E-Learn: World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education* (pp. 737-743). New Orleans, Louisiana, United States: Association for the Advancement of Computing in Education (AACE).
- Moon, DeKita, Naja A. Mack, and Juan E. Gilbert. "Exploring the Needs and Interests of Fifth Graders for Personalized Math Word Problem Generation." Proceedings of the 18th ACM International Conference on Interaction Design and Children. ACM, 2019, pp. 592-597.
- **[Doctoral Consortium]** Moon, D. and Gilbert, J.E. (2018, June) Design and Evaluation of an Ontology-Based Math Word Problem Generator, ACM Interaction Design and Children (IDC 2018).
- Moon, D. G. (2018, July). Modeling Learners' Interest with a Domain-Independent Ontology-Based Framework. In Proceedings of the 26th Conference on User Modeling, Adaptation and Personalization (pp. 345-348). ACM.
- Solomon, A., Moon, D., Roberts, A., Gilbert, J.E. (2017) Not Just Black and Not Just a Woman: Black Women Belonging in Computing, Research on Equity and Sustained Participation in Engineering, Computing, and Technology (RESPECT), IEEE 2018.
- Dunbar, J., Hall, P., Moon, D., Gilbert, J.E., (2014) Video Verification: An Alternative Form of Identifying Verification, Proceedings of 6th International Conference on Applied Human Factors and Ergonomics (AHFE 2015), pp. 4889-4895, Las Vegas, Nevada.
- Gilbert, J., Moon, D., Dunbar, J., Solomon, A., Daily, S. (2014) Lab Daze: A Web-Series Aimed at Changing the Student's Perception of Scientists, The International Conference of Urban Education.
- Moon D., Solomon A., Thomas S. (2014) Special Connections: A Social Media Website for Teaching Social Skills to Individuals with Cognitive Disabilities, World Conference on E-Learning.
- Moon, D., Gilbert, J. (2013) Human-Centered Computing Lab at Clemson University, ACM interactions Magazine, 20, 2, pp. 84-87.
- Hall, P., Dunbar, J., Moon, D., Gilbert, J. (2012) A Solution to Historical Issues in Voter Registration and Verification, TechnoScience as Activism.

BOOK CHAPTERS

- Dillon, E., Williams, B., Kang, S., Gilbert, J.E., Brinkley, J., Moon, D. (2017) Bridging the Safety Divide through Technology to Improve the Partnership between Students and Campus Law Enforcement: An "App" Opportunity In Ward, J., Policing and Race in America: Economic, Political, and Social Dynamics. (pp 207-219). Lanham, Maryland. Lexington Books.

- Darnell, S. S., Mack, N., Jackson, F., Alnizami, H., James, M., Ekandem, J. I., Alvarez, I., Andujar, M., Moon, D., Gilbert, J.E. (2014). Human-computer interfaces for speech applications. In T. F. Gonzalez, J. Diaz-Herrera & A. Tucker (Eds.), Computing handbook, 3rd ed. (1) (3rd ed., pp. 92:1-92:1-15) CRC Press.

PRESENTATIONS & POSTERS

- **[Poster]** Building a Framework to Create Personalized Math Word Problems, ASEE-GEM Doctoral Engineering Research Showcase (2018)
- **[Presentation]** Virtual Traffic Stop App, National Academy of Inventors (NAI) Student Innovation Showcase (2017)
- **[Presentation]** Effects of Decision Strategies for Online Shopping, McKnight Mid-Year Research and Writing Conference (2016)
- **[Poster]** The Adaptation of Affective Brain-Computer Interfaces Towards Card Sorting Activities, CAHSI Summit (2015)
- **[Presentation]** Video Verification: An Alternative Form of Identifying Verification, Proceedings of 6th International Conference on Applied Human Factors and Ergonomics (2016)
- **[Presentation]** Lab Daze: A Web-Series Aimed at Changing the Student's Perception of Scientists, The International Conference of Urban Education (2014)
- **[Presentation]** FVSU Alumni Panel Fort Valley State University Forth Annual Research Day: Dreaming and Doing: Spotlight on Student Research (2014)
- **[Poster]** Changing the World: Experiencing Accessible Technology through Snackbot and Prime III, The 15th ACM SIGACCESS International Conference on Computers and Accessibility (2013)
- **[Poster]** Snackbot: The Process to Engage in Human- Robot Conversation, Proceedings of the 25th International Florida Artificial Intelligence Research Society Conference, AAAI Press (2012)