

# DeKita Moon

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## User Experience Researcher

### Overview

- Experienced researcher, creator, and interaction designer with over 10 years of investigating user experiences.
- Hands-on experience with applying rigorous qualitative and quantitative methods to solve real-world problems
- Comfortable communicating and presenting technical concepts to various audiences in coherent and compelling ways.
- Efficient leader skilled at planning and delivering solutions based on the goals and mission of teams and organizations, decision making, distributing workloads, and positively influencing others.

## EDUCATION

**Ph.D.: Human-Centered Computing (HCC), 4.0** Aug. 2014 – May 2021  
**University of Florida, Gainesville, FL**

- Relevant Coursework: Interaction Design, Measurement and Evaluation of HCC Systems, Fundamentals of HCC, Database Management System Design, Research Design, System Design and Analysis of Human-Machine Systems
- Advisor: Juan E. Gilbert

**Bachelor of Science: Computer Information Systems, 3.0** Jan. 2006 – May 2011  
**Fort Valley State University, Fort Valley, GA**

- Minor: Business Management
- Advisor: Dr. Cheryl Swanier

**Associates Degree: Marketing Management** Aug. 2002 - May 2004  
**Savannah Technical College, Savannah, GA**

## PROFESSIONAL EXPERIENCE

**Graduate Research Assistant** Aug. 2020 – May 2021  
**University of Florida | Human-Experience Research Lab, remote**

- Utilizing user-centered design (UCD) process, programming skills, and HCC to design, develop, and evaluate a math word problem generator
- Assisted with designing experiments and conducting user testing sessions for the Prime III voting system
- Led 6 undergraduate interdisciplinary teams to develop websites/apps for the Entrepreneur Diversity in Information Technology (EDIT) program

**Graduate Research Assistant** Jun. 2019 – Aug. 2020  
**Morehouse College | Culturally Relevant Computer Lab, Atlanta, GA.**

- Utilized YouTube's API and analytics data to develop a Python application for government security efforts
- Designed, developed, and conducted user research studies to investigate computing career recruitment pain points and strategies of HBCU stakeholders
- Assisted a team of students using the Instagram API for the development of government application

## INTERNSHIP EXPERIENCE

### Education Segment Associate Intern Intel Corporation | Santa Clara, CA

May - Aug. 2018

- Implemented strategies for future education technologies by analyzing relevant marketing trends and conducting a competitive analysis
- Plan, conducted, and analyzed insights about teacher's technology to discover pain points and develop use cases to communicate stakeholder needs.
- Set up and presented an Intel Labs demo for international guests and prospect vendors/suppliers

### Independent Research and Development Harris Corporation | Space and Intelligent Systems, Melbourne, FL

May - Aug. 2016

- Using UX design principles and methodologies to develop an interface that commands a swarm of drones using voice control.
- Implementing a V-REP simulation using the Python programming language.
- Presenting system requirements and updates to stakeholders

### Systems Analysis Intern Intel Corporation | Information Technology Infrastructure Engineering, Hillsboro, OR

May - Aug. 2015

- Worked closely with stakeholders to uncover pain points to improve user efficiency and 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

### Undergraduate Researcher The Robotics Institute, Carnegie Mellon University, PA

May 2011 - July 2011

- Translated research goals into plans for implanting the speech recognition module for a robot
- Analyzed and organized data to develop a n-gram language model used for the verbal interaction between Snackbot and humans

## RESEARCH EXPERIENCE/PROJECTS

### Graduate Research Assistant University of Florida | Human-Experience Research Lab, remote

Aug. 2020 – May 2021

- Designed, developed, and evaluated the first math word problem generator that uses NLP tools to generate problems based on students' interests
- Worked on a team to conduct the heuristic evaluation and usability tests of the ExpressVote Election Systems and Software (ES&S) voting system
- Co-invented the Traffic Stop app which included contribution to the UI interface, website design, and social media marketing (Patent, 2015)
- 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 a user engagement study using Brain Computer Interface (BCI) devices

## ADDITIONAL LEADERSHIP EXPERIENCE

### Music Co-Director

Jan. 2020 – Oct. 2020

- Schedule, organize, and lead meetings and rehearsals for 4-7 people
- Communicate top-down goals to and upload music material weekly for the team

### Graduate Research Assistant

- Spearheaded the design and implementation of four lab research websites
- Mentored and coached a summer intern, introduced him to several web development activities and tools including, Balsamiq mockups, Photoshop, and Dreamweaver
- Responsible for the maintenance and reordering of equipment, supplies, software, and documentations as the lab manager

## RESEARCH INTEREST/SKILLS

- **Interest:** UX/UI Design, User Research, Interaction Design, Human-Computer Interface, Accessible Technologies
- **Programming/Web Development:** Python, Java, C++, Sphinx-4, VoiceXML, PHP, MySQL, Javascript, MySQL, Photoshop, Dreamweaver, R
- **UX/UI/HCC Skills:** Prototyping, Wireframing, User Research, Heuristic Evaluation, Focus Groups, Interviews, Survey Design, Quantitative and Qualitative Analysis, Competitive Analysis, Benchmarking, A/B Testing, Competitive Evaluation, Heuristic Evaluation, Usability Testing, Sketching, 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 team lead, 2016
- Product Manager, Lab Daze documentary/reality show series, 2013-2016
- Tutoring Services for the Guarded Heart Youth, 2016-present
- Intern Scholar (Intel), The National GEM Consortium, 2015
- Grace Hopper Scholarship, 2015
- Scholarship recipient, Computer Research Association Women (CRA-W) Grad Cohort
- Scholarship recipient, Computer Research Association Women (CRA-W) Grad Cohort Workshop, 2015
- Student Co-chair, Minority Student Success Initiative (MSSI), 2013-2014
- Scholarship recipient, Association of Computing Machinery's Special Interest Group on Accessible Computing (SIGACCESS) Scholarship, 2013
- 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

- 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.
- Rembert, D. M., Mack, N. A., & Gilbert, J. E. (2019, June). Exploring the Needs and Interests of Fifth Graders for Personalized Math Word Problem Generation. In *Proceedings of the 18th ACM International Conference on Interaction Design and Children* (pp. 592-597).
- Mack, N. A., Rembert, D. G. M., Cummings, R., & Gilbert, J. E. (2019, June). Co-Designing an Intelligent Conversational History Tutor with Children. In *Proceedings of the 18th ACM International Conference on Interaction Design and Children* (pp. 482-487)
- 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, 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 AND 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)