



# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <i>Bob Edmiston</i>		
<b>Board/Commission Name:</b> <i>Park District Community Oversight Committee</i>	<b>Position Title:</b> <i>Park Board Member</i>	
<input checked="" type="checkbox"/> <b>Appointment</b> <i>OR</i> <input type="checkbox"/> <b>Reappointment</b>	<b>Date of Appointment:</b> <i>Date appointment made -04/07/15</i>	
<b>Appointing Authority:</b> <input type="checkbox"/> Council Appointment <input checked="" type="checkbox"/> Mayor Appointment <input type="checkbox"/> Other Appointment: <i>Specify "Other" appointing Authority name</i>		<b>Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Residential Neighborhood:</b> <del><i>Insert neighborhood name</i></del> <i>MADISON PARK</i>	<b>Zip Code:</b> <i>98112</i> <del><i>Insert zip code</i></del>	<b>Contact Phone No.:</b> <i>Business phone # - NOT personal phone #</i>
<b>Legislated Authority:</b> <i>Legislation type(s), number(s)</i>	<b>Term of Office:</b> <i>04/13/15      03/31/16</i>	
<p>Bob Edmiston is a User Experience Engineer on staff at the University of Washington in Seattle. He has worked at NASA-Ames Research Center, Apple Computer, Google and Microsoft creating useful, usable software that hundreds of millions of people depend upon.</p> <p>As an active Seattle community volunteer, Bob has been applying his User Experience craft as a steering committee member of Seattle Neighborhood Greenways, the Vice President of the Madison Park Community Council and one of the creators of Madison Park Greenways. He has been a strong advocate for providing comfortable and beautiful walking and biking routes to local destinations.</p>		
<b>Authorizing Signature:</b> 	<b>Appointing Signatory:</b> <i>Ed Murray</i> <i>Mayor of Seattle</i>	

## **Bob Edmiston**

Bob is a seasoned user experience researcher and user experience project manager with a track record of positively impacting each stage of the user-centered product lifecycle.

### **Field Engineer**

**University of Washington**

August 2012 – Present (10 months) Seattle, WA

### **HCI Usability Consultant**

**University of Washington**

January 2011 – August 2012 (1 year 8 months) Seattle, WA

Performed a range of User Research tasks in order to commercialize the visual query builder I worked on during my previous engagement with the university.

1. Conducted exploratory research with external early adopters and internal users to gather requirements and obtain feedback on early design mock-ups.
2. Adapted the user experience of the existing visual query builder for deployment on Microsoft Azure.
3. Designed the online administration experience of the product to support multiple institutions.
4. Wrote Python 3.0 scripts to extract and scrub 33.6 million rows of campaign contribution donor data from Federal Election Commission filings for use as sample data in the project.

### **User Experience Researcher (via TEKsystems, LLC)**

**Microsoft**

May 2010 – January 2011 (9 months)

Developed and conducted the triage process to handle dogfood feedback for the Wave 14 release of Lync (formerly Office Communicator).

\* During the course of the program, dogfood users submitted 10,600 pieces of written feedback which needed to be reviewed and integrated into the existing product development process.

\* The large volume of actionable feedback gave the team the information and motivation to resolve many significant usability problems prior to release.

\* In addition, the summarized feedback report gave the team a prioritized list of action items to kick start planning for the next major release.

### **User Experience Researcher (via Aquent, LLC)**

**Microsoft**

March 2009 – February 2010 (1 year)

Office Unified Communications

\* Conducted lab-based usability studies on a variety of communication and collaboration designs (PC, Devices, Mobile)

\* Drove usability issues to closure via the bug tracking system and 1-1 conversations with PMs and designers

- \* Conducted focus groups and in-depth interviews to inform product planning and feature design
- \* Produced field research highlight videos for executive presentations to make qualitative research data accessible and impactful
- \* Designed and supervised the implementation of the usability scorecard site (built on SharePoint and SSRS)

## **HCI Usability Consultant**

**University of Washington**

October 2008 – December 2008 (3 months)

- \* Designed the end-to-end interaction model for a visual SQL query builder (patent pending) which reduced the need for manual query writing by the IT staff by 80%; and query turnaround time from two weeks to five minutes.
- \* Conducted in-depth interviews with key stakeholders and end users
- \* Designed, prototyped, and user tested different design approaches with end users to ensure scenario usability
- \* Delivered the final user interface design specification
- \* Obtained early adopter feedback through field visits and folded those insights back into the design

## **User Experience Researcher**

**Google**

March 2007 – October 2007 (8 months)

- \* Obtained a significant increase in revenue by identifying and eliminating usability problems in the Google Pack website.
- \* Researched and developed the keyboard and mouse based navigation model for a 3-D virtual environment chat room (Lively.com). Video documented the interaction model for clarity of communication with developers (who said it was the best spec they had ever received).
- \* Kept product managers up to speed on the competitive landscape by leading weekly competitive analysis tryout sessions with different multi-party collaborative work products.
- \* Produced an internal “UX Open House” trade show to evangelize the research and design work done by our UX team to those in other disciplines across the company.

## **User Experience Researcher**

**Microsoft**

February 2003 – January 2007 (4 years)

- \* Designed and user tested the workflow user experience for Microsoft Dynamics GP and Microsoft Dynamics AX
- \* Developed the Dynamics Customer Model; a collection of 61 personas organized into 15 departments which represent the small and mid-market ERP business ecosystem
- \* Conducted field and lab-based usability studies on ERP feature areas from role-based web portals to installers
- \* Pioneered the process for conducting lab-based usability studies with remote customers which yielded highly valid usability data

## **User Experience Researcher**

**Microsoft**

January 2001 – February 2003 (2 years 2 months)

- \* Identified the sources of adverse customer affect and errors through User Experience Modeling
- \* Contributed key insights to the redesign of the Passport Authentication process
- \* Conducted formative and summative online and lab-based usability studies
- \* Collaborated directly with customers such as Expedia, eBay and Starbucks on their .NET Passport implementations
- \* Managed contracts with vendors to outsource development of web prototypes and collect asynchronous online usability data

## **Program Manager (UI)**

**Microsoft**

September 1997 – September 2001 (4 years 1 month)

- \* Built and managed the DMD design and usability team
- \* Developed and executed the competitive UX strategy which led to the ground-up redesign of the entire product line and eventual success of the Windows Media platform
- \* Designed and managed contextual inquiry observations with team members, visiting 33 customers (from 4 markets) across the United States in order to deeply understand customer scenarios and personas

## **Video Production Manager**

**VXtreme, Inc.**

March 1997 – September 1997 (7 months)

- \* Produced live webcasts for prospective customers from field locations
- \* Managed the on-demand customer video hosting program for the sales team
- \* Gathered and communicated UX feedback on the products from customers and real world usage

## **User Experience Researcher**

**Apple**

May 1995 – March 1997 (1 year 11 months)

- \* By using rapid iterative field usability testing methods, helped make Quicktime TV a highly usable live broadcast medium in a short amount of time.
- \* Helped create usable designs for other products such as our project management system, bug tracking system, AppleShare IP, and a visual programming development environment.

## **Research Associate Internship**

**NASA Ames Research Center**

August 1991 – May 1995 (3 years 10 months)

- \* Developed a method to reduce impending collision perception time by 50% for air traffic controllers by continuously color coding the altitude space whereby aircraft of similar hue are at similar altitudes.
- \* Investigated perceptual domain switching issues in aviation head-up display usage.
- \* Designed and conducted experiments investigating cognitive dual task interference models.
- \* Designed, built, and interfaced various response input devices.
- \* Wrote and maintained software for data reduction and analysis of large data sets, real-time graphics, voice recognition, eye tracking, and millisecond resolution response time data collection from human subjects.

## **User Experience Researcher**

**Global Ergonomic Technologies**

June 1994 – September 1994 (4 months)

- \* Conducted quantitative ergonomic evaluations of computer input devices (keyboards, mice, foot controllers)
- \* Wrote software for data acquisition and analysis of input device performance data
- \* Collected EMG workload data by wiring participants up to PC based EMG data collection software
- \* Collected video goniometer measurements for ulnar deviation and pronation
- \* Specified and rented temporary laboratory equipment
- \* Built full field laboratories in rented offices for the duration of each experiment

## Park District Community Oversight Committee

15 members: Per Ord. 124468; CB 118056; SMC 3.26, all subject to City Council confirmation, 1-, 2- 3-year terms:

- 15 Mayor-appointed
- 15 City Council-confirmed

**Roster:**

*D	**G	Position No.	Position Title	Name	Date Appointed	Term End Date	Term #	Appointed By
	M	1.	Park Board Member	Bob Edmiston	4/7/15	3/31/16	1	Mayor
	M	2.	Park Board Member	Diana Kincaid	4/7/15	3/31/16	1	Mayor
	M	3.	Park Board Member	Tom Tierney	4/7/15	3/31/16	1	Mayor
	F	4.	Park Board Member	Barbara Wright	3/17/15	3/31/18	1	Mayor
	F	5.	Commission Member	Jennifer Rodriguez	3/17/15	4/13/17	1	Mayor
	F	6.	Commission Member	Lylianna Allala	4/7/15	4/13/18	1	Mayor
	F	7.	Commission Member	Patt Copeland	3/17/15	4/13/17	1	Mayor
	F	8.	Commission Member	Patti Wilma	3/17/15	4/13/18	1	Mayor
	F	9.	Council District 1	Trang Hoang	3/17/15	4/13/17	1	Mayor
	F	10.	Council District 2	Kelly McCaffrey	3/17/15	4/13/16	1	Mayor
	M	11.	Council District 3	Marc Daudon	4/7/15	4/13/16	1	Mayor
	F	12.	Council District 4	Dewey Potter	4/7/15	4/13/18	1	Mayor
	F	13.	Council District 5	Jessica Farmer	3/17/15	4/13/17	1	Mayor
	F	14.	Council District 6	Maisha Barnett	3/17/15	4/13/16	1	Mayor
	M	15.	Council District 7	Steve Gillespie	4/7/15	4/13/16	1	Mayor

**Diversity Chart:** (1) (2) (3) (4) (5) (6) (7) (8) (9)

	Men	Women	Vacant	Minority	(1) Asian-American	(2) Black/African American	(3) Hispanic/Latino	(4) American Indian/Alaska Native	(5) ***Other	(6) Caucasian/Non-Hispanic	(7) Pacific Islander	(8) Middle Eastern	(9) Multiracial
Mayor													
Council													
Other													
<b>Total</b>	<b>4</b>	<b>11</b>		<b>5</b>	<b>2</b>	<b>1</b>	<b>2</b>			<b>10</b>			

**Key:**

- \*D List the corresponding *Diversity Chart* number (1 through 9)
- \*\*G List *gender*, M or F
- \*\*\*Other Includes diversity in any of the following: *race, gender and/or ability*