


Kenneth Maxwell

User Experience / Human Factors Professional

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 kenmaxwell2020

Accomplished innovator, researcher, designer, project manager and strategist for the user experience (UX) of products and systems in computing, aerospace and biomedical industries.

Expertise

Human-Centered and Holistic Design
User Research | Usability Testing | Statistics
Design Thinking | Agile | DesignOps
Adaptive, Context-Driven Design
Low-to-High Fidelity Prototyping
Psychology and Artificial Intelligence

Education

Ph.D. Cognitive Psychology
Related area: Artificial Intelligence
New Mexico State University, 1983

Professional Certification

Certified Human Factors Professional, CHFP
Board of Certification in Professional Ergonomics

Selected Accomplishments and Innovations

- Researched and Designed a new integrated UX framework for a suite of Quote-to-Cash applications at IBM (used by 25,000 financial professionals at IBM).
- Contributed statistical expertise to develop IBM's guidelines for using the Net Promoter Score (NPS).
- Designed UX enhancements and workflow for IBM's Employee Performance Development Software resulting in a significant increase in user satisfaction (used by all IBM employees).
- Co-invented an adaptive, location and rich-context-driven, mobile device and social network experience for Stick Networks. The system incorporated a mixed-initiative, empathic interactive style to achieve a highly personalized experience through probabilistic delivery of each user's desired content.
- Co-inventor on six patents related to location-aware mobile devices.
- Numerous publications.

Experience

IBM, 2010 - December, 2018, Contractor: CIO Design Organization, User Experience Design Lead for Multiple Enterprise-level Applications

Wireless Agents LLC, 2002 - Present, Founding Partner, Patent Portfolio Management

BMK Consultants LLC, 2002 - 2009, Founding Partner, Product strategy, design and consultation

Red Gap Communications, 2007 - 2008, Strategist and Designer for Human-Technology Systems

Stick Networks, 1999 - 2001, Co-founder and User Experience Director

Tandem/Compaq Computers, 1991 -1993 and 1995 -1999, Usability / Human Factors Lead Designer

Human Performance Measurement, 1994 -1995, Principle Investigator

Human Performance Institute: Univ. of Texas at Arlington, 1992 -1994, Faculty and Research Associate

General Dynamics, 1983 -1991, Senior Human Factors Specialist