

Venkatramanan Balasubramanian

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<http://filebox.vt.edu/users/vbalasub/resume.html>

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Education

M.S in Human Factors with focus in **Human-Computer Interaction**, Virginia Polytechnic Institute and State University. (Virginia Tech) **GPA: 3.60** (Major field of study)

B.S in Chemical Engineering, Madras University, Chennai, India. **GPA: 3.80**

Work Experience

- **Internship** *(May 2002 – present)*
Technology development intern working on AOL Address book projects at Netscape-AOL, Mountain View, CA.
- **Graduate Research Assistant** *(Jan 2001 – May 2002)*
Web application and database development at the Virginia Tech transportation Institute working on developing the Travel Shenandoah travel portal for the Shenandoah region in southwest Virginia. (VTTI)
- **Graduate Research Assistant** *(Aug 1999– Dec 2000)*
Worked in the Assessment and cognitive ergonomics lab working on universal Accessibility and interface design for disadvantaged users.
- **Summer Internship** *(May 2000–Aug 2000)*
UI Design intern at New Software Inc, Mountain View, CA working on design, development and testing web interfaces for e-commerce applications.
- **Product Development**

Sample Projects

Currently involved in design, development and testing of Webmail and Address book for Netscape and America Online brands with the technology development team. Assisted in iterative design and testing for Netscape mail and Address book and responsible for complete s/w engineering, development of the to-be-launched version of AOL's address Book on the Web. Involved the use of Photoshop, illustrator, DHTML, JavaScript, TCL and usability testing.

- **Interface Design for processing online returns**

Designing and usability testing of a series of web based front-end interfaces at New Software Inc for client(e-boomerang) for processing online returns from customers to e-tailers. Involved the use of Dream weaver, HTML, Photoshop and usability testing.

- **Design and Evaluation of an Interactive Product management System.**

Design project in Usability Engineering to design/develop GUI's for VT bookstore and evaluate its usability by continuous prototyping and formative evaluation. Involved identifying various user classes, conducting a user/client needs analysis, and testing process to evaluate usability.

- **Masters Thesis**

Development and evaluation of a web-based training tool for the User Action Framework set of Usability engineering support tools under development at the Usability Tools and Methods lab at Virginia Tech. (For samples of projects:<http://filebox.vt.edu/users/vbalasub/resume.htm>)

Technology Skills

Operating Environments	Windows, Mac OS, DOS, Unix, CVS (Concurrent Version Control System), MS Visual SourceSafe
Tools & Packages	Flash, Fireworks, Adobe PhotoShop, Adobe illustrator, Dreamweaver,ColdFusion
Languages	VB, Pascal, FORTRAN, TCL, SQL; Scripting: HTML, DHTML, JavaScript, CFML, CSS.
HCI related Techniques	Product process lifecycle (Requirements analysis- product design specs-evaluation), contextual inquiry, paper & high fidelity prototyping, Heuristic evaluation, Usability testing process and more.
Other	SAS, Minitab, MS Office, Visio and other human factors modeling techniques

Course Work

Usability Engineering	User interface Software	Human Information Processing
Human Factors Systems Design	Models and theories of HCI	Human Factors Research Design

Attributes & Awards

Focused, intrinsically motivated, team player with a research background, highly trained in design, evaluation techniques and methodology. Part of design team that designed the demo that helped e-Boomerang win \$150,000 in the HP Garage E-Scholarship contest.

Affiliations

[ACM](#), [SIGCHI](#), [UPA](#), [IChE](#)