

ALEX IVANOV, PH.D.

Born: Alexander Ivanov Ivanov, October 9, 1970, in Sofia, Bulgaria

Citizenship: Bulgarian and Canadian

Address: 608–6455 Willingdon Ave, Burnaby, BC V5H 4E4, Canada

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EDUCATION

2004–09: Simon Fraser University, BC

Ph.D. in Interactive Arts & Technology

Coursework and research intersecting human-computer interaction (HCI), information systems (IS), and social psychology. Focus on web interface design for group collaboration, knowledge visualization, and e-branding. See next page for details.

1998–99: The University of Texas at Austin

M.A. in Advertising

Explored creativity in web advertising compared to print, and in the ad agency discipline of account planning.

1992–96: American University in Bulgaria

B.A. in Journalism–Mass Communication

1990–92: Sofia University (Bulgaria); completed three semesters in Linguistics

1987–90: 1st English Language School of Sofia; high school graduate

1983–87: British School of Oslo, Norway; secondary school diploma (O'Levels)

WORK EXPERIENCE

May–Aug 2009: City University of Hong Kong

Research Fellow in Information Systems

Planned and conducted studies on project “Enhancing the Motivational Affordances of Collaboration Environments”

2007–09 *part-time*: Vancouver, BC, freelance

Web 2.0 Developer

Proposed and produced Web 2.0 solutions for local businesses such as Bikram's Yoga Metrotown, Relax the Back Store, and the SFU Business School. Sample work: *burnabychair.com* and *thehamlet.ca*.

2004–09: Simon Fraser University, School of Interactive Arts & Technology (SIAT)

Thesis and related work

Dissertation (defended Sep 2009): "Satisfaction with web-based meetings for idea generation and selection: the role of instrumentality, enjoyment, and interface design." Infused social motivation affordances in groupware design; actually developed several original multi-user web interfaces. Proposed IS research model, tested with 20 experimental group sessions and PLS structural equation modeling. For thesis abstract and PDF, visit: *collabographics.com*

Self-funded applied research on interfaces for graphical web-polling. See Ivanov et al. (2006) for pilot study. Deployment of second prototype currently in progress at: *venlafacts.org*.

Research Assistant

Main RA to Dianne Cyr; responsible for the experimental design, data collection, and other aspects of three studies from the government-funded project, "Experience Design and eBusiness" (see Cyr et al. papers). RA work for other faculty in SFU Engineering includes prototyping of a mobile trip planning application, and of a social network analysis software.

Teaching Assistant

Lab instruction and grading for the following seven courses: Design Thinking; Human-computer Interaction; New Media Images; Systems of Media Representation; Interaction & Reception; Graphic Design & Layout; Introduction to Photography. Developed course material for Information Design (2nd-year course) and Knowledge Visualization (graduate course).

Jul 2002–Jul 2004: Leo Burnett, Sofia, Bulgaria

Associate Creative Director

Developed TV, print, radio, outdoor, and online advertising for over 25 clients, including two major national advertisers (local brandy producer and construction company) and multinational brands ranging from Tide detergent to Börner roofing. Served as the agency account planner.

Mar–Jun 2002 *part-time*: Toronto, ON, freelance

Research Consultant

Analyzed focus group sessions for the Toronto Star daily, Listerine mouthwash, Clarica insurance, and a funeral home franchise.

Jan 2000–Feb 2002: Spedia.com, Berkeley, CA

Marketing Communications Manager

(During the dotcom boom Spedia was the world's second most popular "get-paid-to-surf-the-web" portal. Two million users were browsing with our banner ad application. When advertiser spending slumped a year later, we repositioned Spedia into a B2B provider of web traffic solutions, becoming Sysmaster.com.) Coordinated all marketing efforts and creation of most web content for both businesses. Supervised two designers and a developer. Art directed over 100 affiliate landing pages. Wrote all press releases and client presentations. Participated as user experience designer in R&D sessions.

Jun 1996–May 1997: Mandatory military service in the Bulgarian Army

Jan–May 1996: The Edmondson Group, Austin, Texas

Junior Copywriter

Wrote advertising copy and assisted with direct marketing for industrial clients 3M and Fisher-Rosemount.

SKILLS & SERVICE

Quantitative and qualitative research

Proficient with survey-based methods, including experiment and hypothesis development, questionnaire design and data collection, factor analysis and structural equation modeling (using SPSS and Smart PLS).

Experience with usability testing, focus group moderation, in-depth interviews, discourse analysis, visual ethnography and storyboarding, and others. Languages: Bulgarian and English (fluent); French, Russian, and Norwegian (basic).

Interface design expertise

Versed in principles of both information visualization (i.e. pre-attentive processing, spatial encoding of data, etc.) and communication design (i.e. metaphor and imagery, graphics and layout, etc.). Proficient with various software on both PC and Mac, including:

Flash (with ActionScript)
Dreamweaver and Fireworks (with HTML and CSS)
Illustrator, Photoshop, and InDesign
Web forum administration using Vanilla and WordPress
Google AdWords and Analytics

Awards and service

The 2010 Most Cited Paper Award (throughout 2007–09) from *Interacting with Computers*, for “The role of social presence in establishing loyalty in e-service environments”

Best Paper Award at the *European Applied Business Research Conference* in Florence for “Exploring website design and mobility for culture, age, and gender”

Van Pykstra Fellowship in Expert Systems (SFU, Spring 2006)

Reviewer for the 2010 Hawaii Int. Conf. System Sciences, and the 2006 and 2007 Int. Conf. on Information Visualization

Review process coordinator, Administrative Sciences Association of Canada Conf. (ASAC'06)

Elected student representative and voting member at the 2007 SIAT Faculty Hire Committee

REFERENCES & PUBLICATIONS

References

Dr. Dianne Cyr, Professor, Faculty of Business, SFU
604.552.9504, cyr@sfu.ca

Tom Erickson, Design Researcher, IBM Social Computing Group (New York)
612.823.3663, snowfall@us.ibm.com

Dr. Tom Calvert, Professor Emeritus, Applied Sciences, SFU
778.782.7410, tom@sfu.ca

Dr. Michael McBride, Distinguished Professor Emeritus, Texas State University
512.863.3380, nesdravy@suddenlink.net

Jordan Milev, Creative Director, Skunkworks Creative Group, Vancouver, BC
604.739.8976, jordan@skunkworks.ca

Journal articles

Cyr, D., Head, M. and Ivanov, A. (2009). Perceived interactivity leading to e-loyalty: Development of a model for cognitive-affective user responses. *International Journal of Human Computer Studies (IJHCS)*, 67(10), 850-869.

Cyr, D., Hassanein, K., Head, M., and Ivanov, A. (2007). The role of social presence in establishing loyalty in e-service environments. *Interacting with Computers*, 19, 43-56. Received the 2010 Most Cited Paper Award.

Cyr, D., Head, M. and Ivanov, A. (2006). Design aesthetics leading to m-loyalty in mobile commerce. *Information & Management*, 43(8), 950-963.

Ivanov, A. and Cyr, D. (2006). The concept plot: A concept mapping visualization tool for web-based brainstorming sessions. *Information Visualization*, 5(3), 185-191.

Conference papers

- Ivanov, A. and Schneider, C. (2010). The effects of perceived visual aesthetics on process satisfaction in GSS use. In *Proceedings of the 43rd Annual Hawaii International Conference on System Sciences (HICSS)*, Jan 5-8, Hawaii, USA.
- Cyr, D., Head, M. and Ivanov, A. (2007). An empirical investigation of web-poll design. Presented at the *6th Pre-ICIS HCI Research in MIS Workshop*, Nov 17, Montreal, PQ.
- Ivanov, A. (2007). Effects of visualizing participant contribution in electronic brainstorming. Presented at the *6th Creativity & Cognition Conference*, Jun 13, Washington, DC.
- Ivanov, A. and Cyr, D. (2007). The influence of visualizing social comparison on satisfaction in electronic brainstorming. Presented at the *Annual International Resources Management Association Conference*, Feb 3, Vancouver, BC.
- Ivanov, A., Erickson, T. and Cyr, D. (2006). Plot-polling: Collaborative knowledge visualization for online discussions. In *Proceedings of the 10th Annual International Conference on Information Visualization (IV'06)*, Jul 4-7, London, UK.
- Ivanov, A. (2006). Early-stage design by concept plotting: Insights from advertising. Presented at the *CHI'06 Workshop on Sketching for Nurturing Creativity*, Apr 23, Montreal, PQ.
- Cyr, D., Head, M. and Ivanov, A. (2006). Exploring website design and mobility for culture, age, and gender. In *Proceedings of the European Applied Business Research Conference*, Florence, Italy. Received the Best Paper Award.
- Ivanov, A. (2005). The context proxy: Visualization of shared activity for knowledge workers. Presented at the *2nd Annual T.J. Watson IBM Research Center Symposium*, Nov 17, Hawthorne, NY.
- Ivanov, A. and Funkel, K. (2005). Graphical web-polling for online discussion spaces. Poster presented at the *2nd Symposium on Learning Object Repositories (iLOR'05)*, Nov 14, Vancouver.

Books / book chapters

- Ivanov, A. (2010). *Increasing Satisfaction in Electronic Brainstorming: The Role of Perceived Instrumentality, Enjoyment, and Interface Design in Web-based Meetings for Idea Generation and Selection*. Lambert Publishing: Cologne, Germany. ISBN 978-3-8383-2621-4.
- Cyr, D., Head, M., and Ivanov, A. (2009). Perceptions of mobile device website design: Culture, gender and age comparisons. *Mobile and Ubiquitous Commerce: Advanced E-Business Methods*, M. Head and E. Li (Eds.), Hershey PA: IGI Global Publishing, 173-200.

In progress

- Ivanov, A. and Mileva, E. (2010). Effects of comment identifiability on the level of cooperation in electronic brainstorming with a multiple dialog web interface. Manuscript to be submitted for review in *Group Decision and Negotiation*.