

ALEX IVANOV

608 – 6455 Willingdon Avenue
aivanov@sfu.ca

Burnaby BC Canada V5H 4E4
604.349.0576

- 2009 PhD, Interactive Arts & Technology Simon Fraser University
- 1999 MA, Advertising The University of Texas at Austin
- 1996 BA, Journalism–Mass Communication American University in Bulgaria

WORK EXPERIENCE

- 2009–10 Design Consultant freelance work in Vancouver, BC
Ran a social media consulting practice for local clients in the Health & Wellness sector, incl. Bikram's Yoga Metrotown and Relax the Back Store.
- 08–09 Post Doctoral Fellow City University of Hong Kong
Conducted studies on using multimedia content for increasing consumer acceptance of biometric ATMs, and on improving group performance in web brainstorming sessions.
- 05–07 Research & Teaching Assistant Simon Fraser University, BC
Designed experiments for major study led by Dr. Dianne Cyr on user experience design in e-commerce. Developed curriculum for second-year Information Design course. Taught weekly seminars during seven semesters for the undergrad courses: Design Thinking, Human-Computer Interaction, Systems of Representation, and New Media Images. Supervised several senior projects.
- 02–04 Associate Creative Director Leo Burnett, Sofia, Bulgaria
Developed TV, print, radio, outdoor, and web campaigns for over 20 clients, incl. the largest local real estate company, Procter & Gamble brands, Sheraton hotel, etc.
- 99–02 Marketing Communications Manager Spedia.com, Berkeley, CA
[Spedia.com was the world's second most popular "get-paid-to-surf-the-net" portal. When ad spending slumped in 2001, we repositioned the business into a B2B provider of web traffic solutions.] Ran all marketing communications, incl. creation of most online content. Art directed over 100 affiliate landing pages. Served as user experience designer in all R&D meetings.
- 1996 Junior Copywriter The Edmondson Group, Austin, TX
Wrote ad copy and assisted with direct marketing for industrial clients, such as 3M.

SKILLS, ETC.

Design tools

Software: Flash, Dreamweaver (incl. scripting), Fireworks, Illustrator, Photoshop, InDesign, QuarkXPress, SoundBooth, iMovie, and FinalCut Pro (incl. operation of a Canon HD camcorder).
Web 2.0: Vanilla forums, TextPattern content management system, Google AdWords and Analytics.

Research methods

Quantitative: Survey development and administration, factor analysis, structural equation modeling.
Qualitative: Flash and paper prototyping, storyboarding, focus group and brainstorming facilitation.

Academic service

Reviewer for: Hawaii International Conference on System Sciences (HICSS'09 &'10) and the International Conference on Information Visualization (InfoVis '07 &'08). Member of the 2007 Faculty Hire Committee at the School of Interactive Arts & Technology, SFU.

PUBLICATIONS & URLs

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.

Ivanov, A. and Schneider, C. (2010) The effects of perceived visual aesthetics on process satisfaction with using Group Support Systems. 43rd HICSS, Jan 5–8, Hawaii, USA.

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

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

Ivanov, A., Erickson, T. and Cyr, D. (2006) Plot-polling: Collaborative knowledge visualization for online discussions. 10th InfoVis Conf., Jul 4–7, London, UK.

Cyr, D., Head, M. and Ivanov, A. (2006) Exploring website design and mobility for culture, age, and gender. European Applied Business Research Conf., Florence, Italy. Received the Best Paper Award.

Download these papers, my thesis, or a teaching statement:	Collabographics.com
Watch my YouTube channel on the topic of chairgonomics:	youtube.com/alxivanov
Browse the site of Canada's largest and hottest yoga studio:	BikramsMetrotown.com
What would you put on the rooftop of a residential highrise?	TheHamlet.ca