

Bryan Tsao

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Academic Background

University of California, Berkeley

School of Information

Masters of Information Management Systems

Management of Technology Certificate

Anticipated 2008 | GPA 3.615 | School of Information Fellow

University of California, San Diego

B.S. Cognitive Science (Human-Computer Interaction emphasis)

Completed 2006 | GPA 3.576 | Provost's Honors, Fall 2003 – Fall 2006

Professional Experience

Product Manager *TGS, Inc., Dec. 2007 – present*

Conducted user testing and created financial models for Berkeley-based media sharing/social networking startup. Translated findings into product specifications, defined key functionality and managed release schedules.

Research Assistant *UC Berkeley School of Information, Jan. 2008 – present*

Worked with Professor Bob Glushko to draft curriculum for new graduate course on design. Identified key subject areas, collected readings and selected methodologies to be surveyed in data collection, analysis and design curriculum areas.

Teaching Assistant *UC Berkeley Dept. of Computer Science, Aug. 2007 – Dec. 2007*

Assisted in the teaching of Computer Science 160: User Interface Design, Prototyping and Evaluation. Lectured on card sorting, presenting usability findings and the user-centered design process, led discussion section and consulted on the development of 11 student Facebook Application projects.

Research Intern *IBM Almaden Research Center, May. 2007 – Aug. 2007*

Conducted ethnographic research in the field and applied distributed cognition and service science frameworks to analyze how solutioning groups collaborate to design IT consulting solutions. Recommended improved work practices through the implementation of better technology, artifacts and processes.

User Experience Researcher *Bolt | Peters, Aug. 2006 – Apr. 2007*

Designed and conducted remote usability studies, contextual inquiry and card sorting to help Fortune 500 clients achieve business and web goals. Created client deliverables, regularly updated client on project progress. Eventually served as user research lead and delivered final project findings.

Research Assistant *Interactive Cognition Lab, Sept. 2004 – June 2006*

Used contextual inquiry and workflow modeling to evaluate the usability of WIISARD, a digital disaster management triage system developed by UCSD and Cal-IT² under a grant from the National Library of Medicine. Designed and implemented a usability study of microwaves.

Editor-in-Chief *Hardball Times, July 2005 - present*

Managed baseball analysis and commentary website (hardballtimes.com) with an average of 14,000 unique visitors per day, including setting style, coordinating content and leading staff of five editors and 15 writers. Conducted market research to help guide strategic decisions. Point of contact for content-sharing agreement with FoxSports.com. Also served as final editor for Hardball Times Baseball Annuals and Preseason Books (ACTA Sports), with over 15,000 copies in print.

Relevant Coursework

University of California, Berkeley

IS 210: Information Services Economy

IS 214: Needs and Usability Assessment

IS 271A: Quantitative Research Methods for Information Management and Systems

IS 290-4/MBA 290.N-2: Managing the New Product Development Process

IS 290-5/MBA 290.D: Design as a Strategic Management Issue

IS 290-8/MBA 290.I: Managing Innovation and Change

IS 290-16: Services Science, Management and Engineering Lecture Series

IS 290-22: Information Services Clinic

University of California, San Diego

COGS 102A: Distributed Cognition

COGS 102C: Cognitive Engineering

COGS 120: Human-Computer Interaction

COGS 121: Human-Computer Interaction Programming

COGS 187A: Cognitive Aspects of Multimedia Design

References

Upon request.