

# Julie B. Bailey

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## Education

**University of California**, Santa Cruz, CA  
ABD (All But Dissertation), Doctorate of Philosophy in Cognitive Psychology  
September, 1994 – May, 1998

**New Mexico State University**, Las Cruces, NM  
Masters of Arts in Experimental Psychology  
Emphasis in Human/Computer Interaction  
October, 1993

**University of New Mexico**, Albuquerque, NM  
Bachelor of Arts in Psychology  
Minors in Computer Science & Communication  
Psychology Honors Program  
May, 1991; cum laude

## Employment

**Web Designer/Developer**, Durham, NC 1/06 – present

- own my business, Silver Orb Web Design ([www.silverorbwebdesign.com](http://www.silverorbwebdesign.com))
- design and develop websites for local businesses using Adobe Creative Suite for the Web

**Carolina Friends School Summer Program**, Durham, NC Summer 2006, 2007,  
2008 and 2009

- taught Web Design camps to 9-13 year olds using Adobe Dreamweaver, Fireworks and Flash

**Durham Technical Community College**, Durham, NC 1/02 - 5/02  
and 2/99 - 12/99

**Instructor**

- taught an Interpersonal Psychology course to Durham Tech students
- taught university employees (UNC) basic keyboard, computer, internet and word processing skills

**Adobe Systems Inc.**, San Jose, CA 6/97 - 12/97

**User Interface Designer Contractor**

- designed user interfaces for small business applications
- conducted usability tests on software products
- developed software prototypes using Macromedia Director

**Interval Research Corporation**, Palo Alto, CA 6/96 - 12/96

**Usability Specialist and Research Assistant (Intern)**

- designed, conducted and reported on usability tests for technology products
- designed and conducted children's focus group sessions for a technology product
- designed experiments and analyzed results for technology products and basic research projects

**Tandem Computers**, Cupertino, CA 6/95 - 9/95

**Human Factors Intern**

- designed, developed and conducted a usability test for software product icons resulting in a conference presentation
- advised developers on computer interface design issues

**IBM**, San Jose, CA 6/93 - 6/95

**Information Developer/Human Factors Specialist**

- human factors lead for development of an information retrieval software product
- designed and conducted usability tests on various software products
- created an on-line tutorial for an information retrieval software product

## **Volunteer Activities**

### **Carolina Friends School, Durham, NC**

CFS Parent/Staff Association member; created an on-line directory (CFS Community Connections) for the PSA; school volunteer

12/08 – present

### **The Women's Center, Chapel Hill, NC**

Website Developer

12/06 – present

### **Morehead Montessori Magnet School, Durham, NC**

PTA Vice-President (2006-07)

PTA Secretary (2005-06)

Room Parent (2004-07)

09/04 – 06/07

### **Welcome Baby, Durham, NC**

Community Volunteer

5/99 – 5/02

## **Publications & Presentations**

Holloway, J.B. & Bailey, J.H. (April, 1996). Don't use a product's developers for icon testing. Proceedings of CHI '96: Common Ground, Vancouver, BC.

Holloway, J.B., Stephan, W.G., & Martin, D.W. (April, 1993). Cognitive mapping of waste-related risks. Proceeding of the Waste-Management Education Resource Consortium (WERC-DOE) Conference: WERC for the Future, Las Cruces, NM.

Weldon, M.S., & Holloway, J.B. (April, 1997). Paper presented at the International Memory Conference, Madrid, Spain.

Weldon, M.S., Holloway, J.B., & Sharratt, N. (October, 1997). Paper presented at the American Psychological Association Conference, Chicago, IL.