

# CV

## General Information

**Full Name** Justin Geeslin  
**Date of Birth** July 12th, 1986  
**Languages** English  
**Email** justin@geesl.in

## Education

2023 - NOW

### PhD Human Factors & Ergonomics

University of Minnesota

- Pervasive Healthcare, AI and Wearable Technology

2023

### M.S. Human Factors & Ergonomics

University of Minnesota

- Usability Engineering, Human-centered Design, and Wearable Technology

2010

### B.S. Computer Science

Mississippi State University

- Coursework in Human-Computer Interaction, Programming Languages, and Data Structures.

## Experience

2015 - NOW

### Interaction Designer

FedEx Services, Sensor-based Logistics

- Proven ability to translate user needs into design requirements.
- Expert knowledge of human-centered design techniques including heuristic evaluations and human performance modeling.
- Expertise in planning all aspects of rapid user testing methods and quickly providing data-driven recommendations.
- Performed user research using user testing, interviews, surveys, web analytics, and collecting human performance metrics.
- Contributed to user manuals for hardware and software system components.
- Advocated for the enterprise-wide design system.

2012 - 2015

### Front-end Web Developer

FedEx Services, Sensor-based Logistics

- Built reusable object-oriented web components.
- Managed continuous deployments via GitHub & Heroku.
- Developed tested and covered JavaScript components with Jasmine and Karma runner frameworks Leveraged web metrics via Adobe Analytics to inform design decisions and shape the product roadmap.

2011 - 2012

### Drupal Web Developer

FedEx Innovation

- Instrumental in launching the SenseAware Help Center quickly with open source software.
- Created custom Drupal 6 modules and themes supporting the SenseAware product.
- Applied internationalization best practices.
- Worked within an Agile/Scrum environment.

2006 - 2008

### Network Administrator

Tate County School District

- Led the effort to deploy identity services using Microsoft Active Directory.
- Maintained critical educational computing resources, including web filtering and network services.

## Certifications

2020

### UX Certificate, Interaction Design specialty

Nielsen Norman Group

- Coursework in Interaction & Emotional Design

## Open Source Projects

2020

### CogTool

- A tool for UI designers for making human performance predictions in a graphical user interface. Created a modernized version of the original CMU project.