

Dr. Charles B. Kreitzberg

PO Box 386 • Princeton Junction, New Jersey 08550
609.799.5005 x.235 • charlie@cognetics.com



Charles B. Kreitzberg, Ph.D. is a respected leader in the field of usability and web and software interface design. In addition to his pioneering work in usability, he has skills in both business and information technology. His specialty is helping organizations get the most value from their technology investments through user-centered design and organizational effectiveness. He is the Founding Editor of User Experience Magazine, author of numerous articles and several books, a leader in professional associations, and a pioneer in the creation of the Internet.

Benefits of Working with Charlie Kreitzberg

- He has 25 years experience managing an interactive design and consulting firm and has a deep understanding of the business, technical and workflow issues around web site design.
- He has managed hundreds of projects and has a long record of successful engagements with organizations world-wide
- He understands usability and user-experience design as a way to facilitate business strategy. He understands organizational issues and knows how to position usability activity so that it supports the business.
- He understands web technology from both a technical and user-centered perspective and has extensive web design experience both B2B and B2C.
- He has performed many expert reviews and solved many design problems.
- He understands the business issues around redesign of processes and how to address the organizational challenges that emerge
- He is a specialist in cognitive psychology and training
- He is an excellent mentor and coach who can relate to both technical and non-technical staff and help them both with their technical and communications skills.

Selected Professional Achievements

- Founding editor of *User Experience Magazine*
- Has served on the executive boards of the Usability Professional Association and the Society for Information Management

- Winner of numerous awards
- Former columnist for Internet Week
- Author or co-author of four books and many articles
- Expert witness on GUI for Amazon.com and others in patent litigation

Areas of Expertise and Competence

Over his 35-year career, Dr. Kreitzberg has developed a wide range of competencies.

Education

1969	BA	Computing	City College of NY
1972	MS	Computer Science	Rutgers University
1978	Ph.D.	Cognitive Psychology	City University of New York

Licensed as a Psychologist in New York and New Jersey

Work History

1969 – 1982 Educational Testing Service Princeton NJ
 Associate Scientist and Director of Technology Development

1982 - Principal. Cognetics Corporation. Princeton Junction, NJ

Competence in Computing

Dr. Kreitzberg holds a Master’s degree in computer science. He is a skilled programmer with experience in multiple programming languages. He is the co-author of one monograph and three programming textbooks. He is a member of the Association for Computing Machinery and the Society for Information Management, where he served on the executive board and is currently director of their Strategic Business Leaders program,

Competence in Cognitive Psychology

Dr. Kreitzberg received his Ph.D. from the City University of New York department of Educational Psychology with a specialization in Human Learning and Cognition. He is a licensed psychologist in two states and a member of the American Psychological Association.

Competence in Software Usability Engineering

Dr. Kreitzberg is a pioneer in the field of user-centered design. He served as an elected member of the Executive Board of the Usability Professionals Association (UPA) and is a member of SIGCHI (the ACM Special Interest Group in Human-Computer Interaction). He is founding editor of User Experience magazine and a frequent columnist and author in the field. He is the creator of the LUCID Framework (Logical User Centered Interaction Design), which is a standard for conducting interactive design projects.

Competence in Knowledge and Information Management

Knowledge management is the science of organizing information for computer storage and delivery. Dr. Kreitzberg is a pioneer whose research in the 1980's are reflected today in the design of the World Wide Web.

Competence in Conceptualizing, Growing and Managing a Business

Dr Kreitzberg founded Cognetics Corporation in 1982. Cognetics has grown into a world-class organization, known within the industry for its creative and high-quality products.

Competence in Managing (Recruiting, Retaining and Developing) Highly Skilled and Talented Senior Professional Staff

In his 25 years of leading Cognetics Corporation, Dr. Kreitzberg has attracted and developed leaders in the field of usability. Both because of his prominence in the field of interactive design and his ability to provide a challenging and growth-oriented work environment, Dr. Kreitzberg has been able to attract and retain a world-class staff.

Competence in Conducting Business Worldwide

In today's economy, managing global business is critical. Dr. Kreitzberg has conducted substantial business in Europe including techniques for managing the design process, developing and maintaining software using technology. He has also worked in Asia and Israel.

Competence as a Highly Qualified Writer and Speaker

In both corporate settings and formal conferences, Dr. Kreitzberg has shown himself to be an excellent facilitator and presenter. He has conducted training seminars, brainstorming sessions, conflict resolution sessions as well as delivering addresses at conferences and academic gatherings, although his physical limitations have significantly reduced his ability to travel. Because he holds a Ph.D., and is a published author, he is able to work effectively with researchers, academics and academic institutions.

Competence as an Inventor of Processes

Dr. Kreitzberg was a pioneer in the design of Hypertext and Browsers, elements critical to today's World Wide Web. His work is documented in several textbooks and monographs. He is also the author of the LUCID Framework for design which has become one of the most popular processes for web and interactive product design.

Selected Publications by Charles B. Kreitzberg

- Kreitzberg, C. Interaction Design: Featured Blog for the Catalyze Interaction Design Community (www.mycatalyze.com). 2007-2008.
- Kreitzberg, C. Can Collaboration Help Redefine Usability? *Journal of Usability Studies*, Issue 3, Volume 1, May 2006, pp.109-111
- Kreitzberg, C. From Apple to Archy: The Visionary Journey of Jef Raskin. In *User Experience*, Summer, 2005.
- Kreitzberg, C. Decoupling Our Work. In *User Experience*, Spring 2004.
- Kreitzberg, C. Reducing Outsourcing Risk through Visual Communication Published in the February, 2004 newsletter of the Society for Information Management.
- Kreitzberg, C. The Outsourcing Opportunity. In *User Experience*, Fall/Winter 2003.
- Kreitzberg, C. Common Voice, Common Vision. In *User Experience*, Spring/Summer 2003.
- Kreitzberg, C. The CyberSmart Manager. In *User Experience*, Winter 2002.
- Kreitzberg, C. Needed: CyberSmart Executives. *Computer World, Premier IT 100*, March 26, 2001.
- Kreitzberg, C. and Shneiderman, B. Making Computer and Internet Usability a Priority. In Branaghan, R.J. (Ed.) *Design by People for People: Essays in Usability*. Published by the Usability Professionals Association, Chicago. IL, 2001.
- Kreitzberg, C.. Slow Down and Smell the Software Roses, *Internet Week*, March 8, 1999
- Kreitzberg, C. ERP Tests Business/IT Collaboration Skills, *Internet Week*, January 25, 1999

- Kreitzberg, C. Don't Trade In That Legacy Code Just Yet, *Internet Week*, November 2, 1998
- Kreitzberg, C. Why Can't We All Customize Software? *Internet Week*, September 28, 1998
- Kreitzberg, C. How Bad Can Software Usability Get? This Bad, *Internet Week*, August 10, 1998
- Kreitzberg, C. Distance Learning Isn't Going the Distance, *Internet Week*, June 15, 1998
- Kreitzberg, C. Time for A Kinder, Gentler Microsoft, *Internet Week*, May 18, 1998
- Kreitzberg, C. Can the Spam? Better Think This Through, *Internet Week*, March 30, 1998
- Kreitzberg, C. Bring User Needs Into The IT Design Process, *Internet Week*, February 9, 1998
- Kreitzberg, C. Doing Business Outside Your Comfort Zone, *Internet Week*, December 12, 1997
- Kreitzberg, C. The Secrets Of Web Retailing Revealed. *Internet Week*, November 3, 1997
- Kreitzberg, C. Hassle-Free Web Sites Are Key To Customers. *Internet Week*; September 9, 1997.
- Kreitzberg, C. Too Much Input, Too Few Results. *Communications Week*, June 9, 1997.
- Kreitzberg, C. Intranet Design Takes Planning. *Communications Week*. July 28, 1997.
- Kreitzberg, C. First Consider the User. *Industry Week*, November 3, 1997.
- Kreitzberg, C. Bottom Line: Better Design. *Communications Week* , April 21, 1997.
- Kreitzberg, C. The Outsourcing Dilemma. *Communications Week* , January 27, 1997.
- Kreitzberg, C. Get Net-Centric Not IS-Centric. *Communications Week*, December 16, 1996.
- Kreitzberg, C. Communicating with Users, Netmarketing, Fall 1996.

- Kreitzberg, C. Danger: Construction Zone. *Communications Week* , December, 1996.
- Kreitzberg, . Patent Justice Demands No Monopolies. *Computer World*, February 7, 1994.
- Kreitzberg, C. and Shneiderman B. Restructuring knowledge for an electronic encyclopedia, *in Sparks of Innovation* edited by Ben Shneiderman, Ablex Publishing, Norwood, NJ, 1993.
- Kreitzberg, C. Details on Demand: Hypertext Models for Coping With Information Overload. *In Interfaces for Information Retrieval*, edited by Martin Dillon, Greenwood Press, Inc., 1991.
- Kreitzberg, Charles. Editing to Structure a Readers Experience. With Shneiderman, B. and Berk, E. *In Hypertext/Hypermedia Handbook*, edited by Emily Berk and Joseph Devlin. McGraw-Hill, 1991.
- Kreitzberg, Charles. Supporting Peak Performance through Multimedia. *Multimedia Review*, Winter, 1990.
- Kreitzberg, C. Designing the Electronic Book: Human Psychology and Information Structure for Hypermedia. *In Designing and Using Human-Computer Interfaces and knowledge Based Systems*, edited by G. Salvendy and M. J. Smith, 1989
- Kreitzberg, C and Carpenter, N. *Computer FORTRAN*. Harcourt Brace Jovanovich, 1984.
- Kreitzberg, C. and Carpenter, N. *Computer BASIC*. Harcourt Brace Jovanovich, 1984.
- Kreitzberg, C and Shneiderman, B. *FORTRAN Programming: A Spiral Approach* Harcourt Brace Jovanovich, 1975. Second Edition, 1982.
- Kreitzberg, C. Computerized Adaptive Testing. *Computers and Education*, 1978, 2, 319-329.
- Kreitzberg, C. A Cognitive Model for Structuring an Introductory Programming Curriculum. *In Proceedings of the National Computer Conference*, 1974.
- Kreitzberg, C. and Shneiderman, B. *The Elements of Programming Style*. Harcourt Brace Jovanovich, 1972.

Articles About Charles B. Kreitzberg

Santosus, Megan: Design of the Times: An Interview With Charles B. Kreitzberg, CIO Magazine, September 1998.

Weise, Elizabeth., The Complex Art of Making Software Simple, *USA Today*, November 12, 1997

Regan, Tracy L., Between Man and Machine, Trenton Times, August 6, 1995

Selected Presentations

Following are some selected presentations, intended to show the types of topics and groups to which he speaks.

Web 2 and You

Presentation to the American Management Association
New York, April 9, 2008

Web 2.0: Impact and Opportunities

Presentation to the Society for Information Management
Philadelphia, Pa. April 8, 2008

Web 2 and You

Presentation to the Marketing Executives Networking Group
Webinar, January 29, 2008.

An Accidental Tourist in the Land of Patents

Presentation to the New Jersey Entrepreneur's Forum
North Brunswick, New Jersey, November 10, 2005

Getting the Bang Out of Technology Investment.

Presentation to the Financial Executives Forum, Association for Financial Executives, Orlando, Florida, November 4, 2003.

CyberSmart Management.

Presentation to the Council of Presidents. Princeton, New Jersey, April 20, 2001.

Preparing Organizations to Benefit from Information Technology.

Presentation to the Senior Executive Council of the Port Authority of New York and New Jersey, April 18, 2001.

*Applications Modernization: Why Design Makes the Difference.
Transoft Conference, Orlando FL, October 28, 1998.*

*Ending the Software Struggle.
Paper Presented to the Society for Information Management, New Jersey, September 1996.*

*The Dinosaur Takes Wing: The Metamorphosis of Information Services.
Keynote Address. The Lattanze Center for Executive Studies.
Loyola University. January 1993.*

*The Global Village: Marshall McLuhan Revisited.
New York Technology Summit. Javits Center, December 1992.*

*Emerging Technologies and The Corporate Edge.
Keynote Address. Business Computing Showcase. Princeton, NJ.
November 1992.*

*The Electronic Document in the Informed Organization.
Keynote address. University of Waterloo, Toronto. April 1992.*

*Hypertext and Hypermedia: The Corporate Edge
Multimedia Expo. San Jose, CA. November 1991.*

*Advanced Hypermedia for Performance Support.
The Society for Advanced Learning Technology. August, 1991.*

*The New Media: Interactive Information and Human Factors in the
Workplace of the 90's,
Symposium of the Human Factors Society, New York, November,
1990; Program Chair*

*Hypertext/Hypermedia in Education and Training,
Workshop at the ADCIS 32nd International Conference, San Diego,
October, 1990*

*Beyond Gutenberg: Creating the Electronic Book,
Seminar at Tech 2000, Washington D.C., October, 1990*

*Introduction to Hypertext and Hypermedia,
Workshop at Multimedia Exposition, San Francisco, October, 1990*

Hypertext,

PBS Television program, part of the Computer Chronicles, taped in San Mateo, CA, October, 1990

*Knowledge Architecture and Interactive Design: Principles of Cognitive Science for Computer Professionals,
IMRS Annual Technical Conference for Product Development,
Tarrytown, New York, September, 1990*

*Information World of the Future,
Presentation at Smithsonian Resident Associate Program,
Washington, D.C., August, 1990*

*Hypertext,
Presentation at 8th Annual Computer Conference, Rutgers University, Newark, NJ, May, 1990*

*Perspectives on Electronic Publishing,
Presentation to Hyperties® Users Group, College Park, MD, April, 1990*

*Knowledge Architecture and Interactive Design,
Seminar presentation at Citibank, New York, October, 1989*

*Knowledge Architecture and Hypertext: Winning Strategies for the Information Age
New Jersey Institute of Technology, Information Technology Symposium, April, 1989*

Selected Consulting Clients

The following lists examples of clients to whom Dr. Kreitzberg has personally provided consulting services. This list is not complete:

American Arbitration Association
Ameritech
AT&T
Aventis Pasteur
BayBank
Bell Laboratories
CBS
Cendent
Citibank
Depository Trust Corporation
Discover Financial Services
Dow Chemical

Educational Testing Service
Harcourt Brace Jovanovich
Harper and Row
Joint National Intelligence Defense Service
Lucent Technologies
Netscape
Novartis
Pitney Bowes
Polaroid
Prodigy
Shared Medical Systems
Siemens
SWIFT
The Congressional Research Service
The International Development Bank
The Library of Congress
Thomas Publishing
Union Carbide