

## Steve J. Szigeti

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### EDUCATIONAL BACKGROUND

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Defense date Nov. 25, 2011	PhD Candidate, Faculty of Information Knowledge Media Design Institute, University of Toronto Thesis title: The challenge of web design guidelines: Investigating issues of awareness, interpretation and efficacy Supervisor: Dr. Joan Cherry
1999	Master of Information Studies University of Toronto
1995	Master of Arts (Creative Writing / English Literature) Concordia University, Montreal
1989	Bachelor of Arts (Specialist in History and English Literature) University of Toronto

### TEACHING EXPERIENCE

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#### Teaching Assistant

I have extensive experience as a teaching assistant in the Master's program at the iSchool and in the Knowledge Media Design Institute collaborative program. I have repeated my TA assignment in a number of courses, which speaks to my success in this role. In 2008, I completed the *Teaching in Higher Education* course, a 13 week program for senior doctoral students and post-doctoral fellows intended to improve teaching practice. Participants in the course are able to (i) describe, understand and use a variety of instructional strategies and methods; (ii) choose the most effective strategies and methods for the teaching situation they face; (iii) incorporate a variety of feedback techniques and assessment methods and, (iv) explain the fundamentals of designing a course and a syllabus. The following is a list of courses where I served as a TA:

<b>Teaching Assistant Fall, 2011</b>	<b><i>KMD1001 Knowledge Media Design: Fundamental Concepts</i></b> University of Toronto, Knowledge Media Design Institute <b>Description:</b> This is a graduate course in the collaborative program taken by master's and doctoral level students from different faculties. This iteration of KMD1001 involves a partnership between a local art organization ( <i>No.9 Contemporary Art &amp; the Environment</i> ), a computer hardware company (Samsung) and Metrolinx (GOTrain). No.9 will wrap a GOTrain for 6 months
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(starting summer 2012) in the work of a conceptual artist. Students are tasked with proposing interactive concepts for the interior of the train. It is an excellent example of experiential learning, and a great opportunity for the students to work directly with “real world” clients.

**Class size:** 15.

**Duties:** Played major role in updating syllabus and three assignments, led class discussions and delivered three lectures on different aspects of the design process (composing a design brief, prototyping, and producing a poster and portfolio).

**Teaching Assistant**  
Fall, 2011,  
2010 and 2009

***INF1001 Knowledge and Information in Society***

University of Toronto, Faculty of Information

**Description:** Core course in the Master’s of Information program

**Class size:** 175-250

**Duties:** Revised assignments and grading tools, graded papers, responsible for managing Blackboard (learning management system), delivered guest lecture (titled *Information as property and as common resource*)

**Teaching Assistant**  
Spring, 2010  
and Fall, 2007

***INF2040 Project Management***

University of Toronto, Faculty of Information

**Description:** Elective course in the Master’s of Information program

**Class size:** 30 x 2 sections

**Duties:** Refined assignments, helped direct in-class group work, graded papers, delivered guest lecture (titled *teletoon.com redesign: A Project Management Case Study*)

**Teaching Assistant**  
Spring, 2008

***FIS1325 Online Information Retrieval***

University of Toronto, Faculty of Information

**Description:** Required course for students in the Library and Information Systems srteam of the Master’s of Information program

**Class size:** 30 x 3 sections.

**Duties:** Designed assignment and lectures on Dialog, graded papers

**Teaching Assistant**  
Spring, 2004

***FIS 2179 (cross listed as KMD 2002 and MIE344)***

*Human Factors in Information Technology*

University of Toronto, Faculty of Information Studies, Faculty of Mechanical and Industrial Engineering, and the Knowledge Media Design Institute

**Description:** Elective course the Master’s of Information program, the Knowledge Media Design Institute collaborative program and the undergraduate Mechanical and Industrial Engineering program

**Class size:** 40

**Duties:** Graded papers, delivered guest lecture

**Instructor (ESL)**  
Winter / Spring 1995

Novo School, Budapest Hungary

**Description:** ESL program for adults living in Budapest, Hungary.  
Taught two weekly classes.

**Class sizes:** 15-20.

**Duties:** instruction and classroom management, refined course material, graded assignments

## Guest Lecturer

Invited (at times on more than one occasion) to deliver lectures to both graduate and undergraduate classes.

March, 2011 March, 2010 and March, 2009	<b>Course:</b> CCT225 Information Systems (undergraduate course) University of Toronto, Communication, Culture and Information Technology <b>Lecture Titles:</b> <i>Design and Web Usability</i> (2011, 2010) and <i>HCI, Usability and TELETOON</i> (2009)
March, 2011	<b>Course:</b> MIE240 Human Centred Systems Design (undergraduate course) University of Toronto, Faculty of Mechanical and Industrial Engineering <b>Lecture Title:</b> <i>Web Design Guidelines</i>
November, 2010	<b>Course:</b> KMD2002 Technologies for Knowledge Media (graduate course) University of Toronto, Knowledge Media Design Institute <b>Lecture Title:</b> <i>A case study and a consideration of design guidelines</i>
February, 2010	<b>Course:</b> MIE1402 Experimental Methods in Human Factors Research (graduate course) University of Toronto, Faculty of Mechanical and Industrial Engineering <b>Lecture Title:</b> <i>Web Design Guidelines: A context for a data set</i>
January, 2010	<b>Course:</b> INF2040 Project Management (graduate course) University of Toronto, Faculty of Information <b>Lecture Title:</b> <i>teletoon.com redesign: A Project Management Case Study</i>
March, 2008 February, 2007 and March, 2006	<b>Course:</b> CCT324 Organizational Theory and Behaviour (undergraduate course) University of Toronto, Communication, Culture and Information Technology <b>Lecture Title:</b> <i>Human Computer Interaction and Web Usability</i>
October, 2007 July, 2004	<b>Course:</b> MIE344 Ergonomic Design of Information Systems (undergraduate course) University of Toronto, Faculty of Mechanical and Industrial Engineering <i>I developed and presented a module for teaching website usability assessments</i> <b>Lecture Title:</b> <i>Design guidelines and tools</i> (2007) and <i>teletoon.com: A Case Study</i> (2004)
August, 2007	<b>Course:</b> FIS2309 Special Topics in Information Studies (graduate course) University of Toronto, Faculty of Information <b>Lecture Title:</b> <i>Web design guidelines</i>
February, 2005 and July, 2004	<b>Course:</b> FIS2140 Young People: Current & Emerging Information Practices (graduate course) University of Toronto, Faculty of Information <b>Lecture Titles:</b> <i>Online Usability and Youth</i> (2005) and <i>Children's Behavior Online</i> (2004)

## PROFESSIONAL EXPERIENCE

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### Consultant

1996 to present

#### In the Interactive Media sector

*Description:* I educate clients to better understand the social, cultural and business implications and opportunities at play in a changing media landscape. I apply my knowledge of interactive media (including design, development and usability) through research and work with a diverse list of clients. I identify convergent media funding opportunities and advise organizations on interactive strategy, design, information architecture, usability and develop educational interactive games. I also manage a freelance interaction design team.

#### Consulting highlights:

Client	Highlights of services rendered	Date
SCToronto	Advised on internet strategy. Developed and launched web site. Provided site maintenance training to staff.	2010
TVOKids	Developed interactive educational content (games) for children.	2010
zincRoe	Advised and edited (successful) funding applications.	2009, 2008
Planned Parenthood of Toronto	Advised on internet strategy. Developed and launched web site (spiderbytes.ca) . Provided site maintenance training to staff.	2010, 2002
Ontario Media Development Corporation	Assessed funding application and made recommendations.	2008
Queen West Animal Hospital	Advised on internet strategy. Developed and launched web site. Provided site maintenance.	2001-2009
Faculty of Information Studies	Developed and launched web site. Provided site maintenance.	1999-2006
History of the Book in Canada	Developed and launched web site. Provided site maintenance.	1999

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**Adjudicator**

1998 to present

**Bell Broadcast and New Media Fund**

Description: I assess applications for funding convergent, digital media projects in various funding categories; the *Development Program* (maximum funding of \$50,000 per project, monthly submission deadline), *Production Program* (\$250,000 per project, submission deadline three times per year), and the *Low Budget Interactive Digital Media Production Program* (\$75,000 per project, monthly submission deadline).

*Adjudication highlights*

- Review applications, basing evaluation on factors which include design, usability, feasibility of concept, market research, financing structure, budget and concept innovation
- Provide applicants with feedback and advice on improving digital media projects
- Work with Bell Broadcast and New Media Fund staff to improve and refine application criteria and process

**Director, Interactive**

1997 – 2008

**TELETOON Canada, Inc**

*Description:* Teletoon is a bilingual Canadian television network launched in 1997. I was Director of the Interactive team which oversaw digital extensions and marketing of the broadcast network. Specifically, I was responsible for strategic planning (short and long term), information architecture, interaction design, project management, budgets, as well as business and website development. I oversaw the design, development and operation of bilingual websites and related site extensions, including usability testing, market research, and ongoing site and interactive media evaluation. I was responsible for the day-to-day priorities and long term professional development of a team of artists, programmers, project managers, and content creators, as well as the procurement and work of various third party suppliers.

*Key responsibilities*

- Managed budget and internal staff of artists, developers and sales representatives.
- Proposed new business opportunities by developing business cases and P&L estimates
- Ensured synergy with internal and external clients and various stakeholders
- Assessed and assisted in the execution of original productions (both as part of program development committee and as the lead contact for interactive project components)
- Ensured digital products met or exceeded usability standards and revenue targets over multiple years
- Worked with third party funding agencies to better exploit funding opportunities
- Spoke and participated in conferences regarding interactive media, design and youth
- Studied industry trends and research and shared with staff, broader company and owners

*(Professional Experience: Director, Interactive continued)*

#### *Achievement highlights*

- teletoon.com was the recipient of numerous international industry awards, including an EPPY Award for Best Use of Rich Media in an Internet Service (2005), the Boomerang Award (2004), and a Standard of Excellence Web Award (Webby Award) in the "Outstanding Achievement in Website Development" category (2005)
- Grew department from one employee to seven person internal team with externally contracted staff
- Recognized as top entertainment destination for 8-12 year olds by comScore
- Site traffic of over 30 million page views and 1.8 million visitor sessions per month
- Developed methods for concept and usability testing using both quantitative and qualitative methodologies
- Successfully merged research and industry experience to produce both innovative interactive storytelling website (2002-2007) and game destination website (launched 2007)

## **PUBLICATIONS**

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#### *Peer Reviewed Articles*

Cherry, J., Muter, P., & Szigeti, S.J. (2006). Bibliographic displays in web catalogues: Does conformity to design guidelines correlate with user performance? *Information Technologies and Libraries*, 25 (3), 154-162.

#### *Conference Proceedings*

Chignell, M., Brusilovsky, P., Szigeti, S., Toms, E. (2010). Evaluating Hypertext: The Qualitative-Quantitative Quandary. [Abstract]. Proceedings of Hypertext2010, June 13-16, 2010, Toronto, ON.

Szigeti, S.J. (2004). *Designing Stories in Immersive Environments*. [Abstract]. Proceedings of the 9th Annual Great Lakes Information Sciences Conference, May 2004, Toronto, ON.

#### *Conference Poster Sessions*

Szigeti, S.J. (2008). *Web design guidelines: Investigating issues of interpretation and efficacy* SIG USE 8<sup>th</sup> Annual Research Symposium at the American Society for Information Science & Technology 2008. Future Directions: Information Behaviour in design and the making of relevant research, Oct 2008, Columbus, OH.

#### *In-progress*

*The application of interface design guidelines*. Submitted to iConference 2012: Culture, Design, Society. Toronto, ON.

## AWARDS

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2009-2011	Knowledge Media Design Institute (U of T) Graduate Fellow <i>Becoming a Graduate Fellow (in 2009) involved undergoing application process with references</i>
2008	University of Toronto Fellowship
1998-1999	University of Toronto Open Fellowship
1997	Toronto Arts Council Grant (Fiction)

## PROFESSIONAL ACTIVITIES

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Panel Moderator May, 2010	Panel Title #1: <i>It Tests Well, But What Does It Mean?</i> Panel Title #2: <i>Cutting Edge Research: Input Devices</i> INPlay 2010 (Toronto, ON) <i>Hosted two panels at this interactive media and youth conference</i>
Panelist November, 2007	Panel Title: <i>Which Came First: The TV Show or the Original New-Platform Content Tied to a Children's Program?</i> Children, Youth and Media Conference (Toronto, ON) <i>Interactive media broadcast conference</i>
Panelist September, 2007	Panel Title: <i>Production Clinic</i> Ottawa International Animation Festival (Ottawa, ON) <i>Animation industry conference</i>
Speaker February, 2007	Talk title: <i>The "societalgoodlelongtailed" Mash Up</i> Astral Television Networks Technology Day (Toronto, ON) <i>Internal Corporate Information Conference</i>
Panelist October, 2006	Panel Title: <i>Successful interactive properties</i> Bell New Media Fund workshop (Saskatoon, SA) <i>Interactive media broadcast conference</i>
Panelist June, 2006	Panel Title: <i>Kidstuff</i> iLunch. Interactive Ontario, (Toronto, ON) <i>Interactive media and broadcast workshop</i>
Panelist June, 2005	Panel Title: <i>Disruption is the New Normal: Content Demand and Consumption</i> nextMedia Conference (Banff, AB) <i>Interactive media broadcast conference</i>
Panelist December, 2003	Panel Title: <i>Immersive storytelling</i> New Media Business Alliance Luncheon Series (Toronto, ON)

## SCHOLARLY ACTIVITIES

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2010-2011	Chair of Research Stream Programming Committee INplay 2011 (Toronto, Canada), May 2011
2009-2010	Organizing Committee Member Technical Programme Committee Member Hypertext 2010 (Toronto, Canada), June 13-16, 2010
2009-2010	Chair of Research Stream Working Group INplay 2010 (Toronto, Canada), May 18-19 2010
March, 2009	<i>Interpreting Web Design Guidelines</i> KMDI Fellow Talks University of Toronto (Knowledge Media Design Institute)
March, 2006	Is there a guideline for interpreting guidelines? Research Day University of Toronto (Faculty of Information Studies)
March, 2005	<i>A review of evidence based guidelines</i> KMDI Student Talks University of Toronto (Knowledge Media Design Institute)

## RESEARCH INTERESTS

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Interface and interaction design, information visualization, digital media and youth, design guidelines and knowledge transfer within the design community. Current research involves application of research findings to interface design.

## AFFILIATIONS/MEMBERSHIPS

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New Media Business Alliance (since 2003)  
Association for Computing Machinery (since 2004)  
Interaction Design Association (since 2008)  
Association of Internet Marketers (2002 - 2008)

## SKILLS

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*General:* Interactive design, project and team management, ability to mentor others, experience with both qualitative and quantitative research methods, budget development, strategic planning, oral presentation and report writing, comfortable in independent, collaborative and hierarchical work environments

*Technical:* Adobe Dreamweaver, Fireworks, Flash and Freehand, Photoshop, Illustrator and Acrobat Professional, SPSS (statistics), Blackboard (learning management system), Basecamp (project management), Google Analytics, comScore (site traffic), Facebook app development

*Languages:* Fluent in English (spoken and written) and Hungarian (spoken)

## NON ACADEMIC OR PROFESSIONAL INTERESTS

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Soccer, video gaming, film, literature, and playing guitar and drums. Member of Art Gallery of Ontario.

## REFERENCES

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**Dr. Joan Cherry** (thesis supervisor)

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**Dr. Mark Chignell** (thesis committee member)

Professor

Lab Director for Interactive Media Lab

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**Dr. Andrew Clement** (teaching supervisor)

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