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**Donald E. Rickert, Ph.D., IDSA<sup>1</sup>**  
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**DBA Don Rickert Research & Design™**  
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## Summary

I have over 20 years' experience as an expert and senior manager of the "people side" of invention, new products (interactive as well as physical goods), eCommerce and transaction-oriented software (e.g. bank systems and supply chain systems), including positions with AT&T Global Systems (now NCR), Bell-Atlantic (now Verizon), the George Washington University and S1 Corporation (top provider of financial and CRM systems for financial institutions, consumers, small business owners and large corporations). Much of my career has been in consulting; but even when it has not been, I have always insisted on direct client and/or customer contact.

I am Professional Member of the Industrial Designers Society of America (IDSA) and an occasional (as business demands allow) Adjunct Faculty Member in the Industrial Design Program at Georgia Tech, where I teach NPD (New Product Development), Research Methods and Ethnography.

### **Additional Background and Key Points:**

Strategic "big picture" skills; Inventiveness; Managing large dispersed teams; Working cooperatively with other teams; Career management of subordinates; Extensive experience in consulting; Qualitative & quantitative research—wide variety of products and services; Ethnography; Group facilitation; Ability to summarize research findings as they relate to business goals; Consumer psychology; Communication, persuasion, problem solving, leadership, verbal, presentation and organizational skills

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## Education

### **George Washington University, School of Business**

***Ph.D., Information & Decision Systems (Specialization in Human-Computer Interaction & Human Factors)***, September 1989 – May 1997

Dissertation: A THEORY-GROUNDED EMPIRICAL EVALUATION OF SPECIAL-PURPOSE AND GENERIC INTERACTION DEVICES FOR INTERACTIVE TELEVISION

*Activities and Societies:* Member of the Doctoral Students Association Leadership Council; Doctoral Students Association representative to the Dean's Search Committee

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<sup>1</sup> Designation for a Professional Member of the Industrial Designers Society of America



## Johns Hopkins University

**M.S., Planning & Policy Management**, September 1979 – May 1982

Specialized in design research, field research methods (e.g. ethnography), advanced statistics and information systems.

## Loyala College (Baltimore, MD)

**B.A., Psychology**, September 1971 – June 1974

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## Experience

### CEO and Managing Partner

**Wiederholt & Rickert Partners, LLC**<sup>TM</sup> ([www.donrickertdesign.com](http://www.donrickertdesign.com))—November 2008 – Present

**Wiederholt & Rickert Partners, LLC**, doing business primarily as **Don Rickert Research & Design**<sup>TM</sup>, is a diversified New Product Development firm with several key lines of business. As CEO, I have overall responsibility for ALL lines of business, which are summarized below:

1. **Consulting & Services:** Design Research, Product Concept Development and Prototyping, Market Research and Consumer Insights, UX (User Experience), Human Factors/Ergonomics and Usability
  2. **Self-funded Invention and Product Development** of specialty/niche products: Focused mainly on...
    - *High-end musical instruments for professional musicians and related products such as music synthesizers for the recording industry*
    - *Outdoor adventure equipment, mainly high-performance rowing craft, kayaks and related accessories*
  3. **Patenting, manufacturing (through joint ventures), marketing and selling** our own products, either directly through online stores or through licensing arrangements with other companies
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### Managing Partner and Owner

**Don Rickert Research & Design**<sup>TM2</sup> ([www.donrickertdesign.com](http://www.donrickertdesign.com)) —November 2005 – Present

**Don Rickert Research & Design**<sup>TM</sup> is a **Design Research, Consumer Insights, UX** (User Experience) and **NPD** (New Product Development) firm whose focus is Useful, Usable and Appealing products; including interactive and transactional systems, as well as goods and services.

**Don Rickert Research & Design**<sup>TM</sup> provides **PRACTICAL** consulting focused on critical

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<sup>2</sup> A “DBA” for the actual corporate name, Wiederholt & Rickert Partners, LLC



New Product Development (NPD) services to companies that want to create a successful new product (or fix a flawed or outmoded existing product). These critical services include:

- **Design Research**
- **Product Concept Development and Prototyping**
- **Market Research and Consumer Insights Research (quantitative/statistical as well as qualitative, including ethnography)**
- **UX (User Experience)**
- **Human Factors, Ergonomics and Usability**

#### **Key differentiators from similar firms:**

- Experience and know-how in improving **interactive** (e.g. web-based) and **transactional** (e.g. things like financial and supply-chain systems) systems as well as **physical products** (i.e. things that people buy and use)
- True expertise in **BOTH quantitative** methods (e.g. statistical modeling, conjoint analysis, cluster analysis, etc.) **AND qualitative methods** such as ethnography and depth-interviewing, which are often done together.
- A well-developed process for providing our clients with **ACTIONABLE INSIGHTS**; in other words, discoveries and insights from real people that focus and drive product development

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#### **Adjunct Instructor of Industrial Design**

**Georgia Institute of Technology** –January 2007 – June 2008

Teach New Product Development (NPD), Design Research and Ethnography in the Industrial Design Program, part of the College of Architecture.

**Note:** Currently on hiatus in order to focus on the challenges of business expansion and a very full consulting portfolio.

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#### **Director, Human Factors & Customer Insights and Chair, User Experience Best Practices Committee**

**S1 Corporation, the leading provider of secure Internet solutions for the financial industry ([www.S1.com](http://www.S1.com))** – October 1998 – November 2005 (7 years 2 months)

Responsible for the TOTAL CUSTOMER EXPERIENCE for a wide range of financial technology products:

- Official “Evangelist” for company-wide User-Centered Design
- Organized collaboration of diverse UI design & development teams in locations around the world (Atlanta, Austin, Charlotte, Los Angeles, Boston, Ireland, U.K. and India) note: involved 25+ individuals and was EXTREMELY effective.
- Oversight of Use Case development by Business Analysts, Functional Requirements and Marketing Requirements Documents (MRDs) by Product Managers
- Extensive work with several Content Management Systems typically used in conjunction with RUP (IBM’s Rational Unified Process)
- Responsible for company-wide User Interaction Standards (i.e. Style Guides)



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- Formalized Consumer Research, including ethnography and field interviewing, in the Product Development Process, a version of the Rational Unified Process (RUP) (**Results: Better product quality**)
  - Introduced a User Experience Pattern-Based approach to product development (**Results: "Packaged" years of research findings into a specific, actionable form; usable consistency and visual appeal across product line**)
  - Introduction and standardization of a number of new/better customer research methods, including online card-sorting, ethnographic methods, online testing, true quantitative (i.e. beyond pie charts) analysis of surveys (**Results: Increased the positive effect of research on product quality**)
  - Established visual attractiveness and emotional appeal as quality criteria (**Results: Increased attribution of quality by prospective customers**)
  - Brought Primary Research functions in-house (**Results: Greatly reduced expense and research more 'on target' to the important problems**)
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### **Principal/Owner**

**Don Rickert, Ph.D., Consumer Research Consultant** – February 1996 – October 1998 (2 years 9 months)

Consultancy Specializing in Consumer Research for New Product Development—

- Usability Evaluation (all aspects, lab as well as field-based) **note:** often combined with ethnography
- Ethnography (including immersive true Ethnography)
- Scenario and Persona Development
- Information Architecture and Interaction Workflow
- Distillation of discoveries (from above activities) and documentation of actionable insights to guide design decisions
- User Interface prototyping (from wire-frames to high-fidelity)

### **Primary engagements included:**

**NCR Human Interface Technology Center (HITC)**—1995-1998. Work with NCR clients included—

- The NCR Financial Center in London
- NCR product design group in Dundee, Scotland
- NCR Industrial Design Group in Dayton, Ohio
- NCR Teradata Division
- Carnegie-Mellon University
- The Software Engineering Institute (SEI)
- AT&T
- National Institute of Standards & Technology (NIST)
- Allegheny General Hospital
- Medical College of Pennsylvania



iXL and many of its clients—Highlights include: ...

- Established foundation for the Information Architecture & Consumer Insights Practice. Introduced observational field work (ethnography) as a routine aspect of all consumer research. Offered the position as first Director of the UX and Usability group (accepted position at S1 instead).
  - Information Architecture: The method I developed for documenting Information Architecture was adopted as the company standard.
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### **Director, Human Factors & Consumer Research**

**Bell Atlantic Video Services** – December 1993 – February 1996 (2 years 3 months)

Consumer research for new product and service development (ethnography and other field studies, focus groups, surveys, usability testing)—Defined the total customer experience for Bell Atlantic's Stargazer Interactive Television service, including—

- Packaging and the consumer "out-of-the-box" experience
  - User interface design
  - Design, evaluation and manufacture of remote control devices
  - Training procedures for cable installers and Customer Support
  - Collateral materials (e.g. "quick guides") for consumers
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### **Senior Product Manager**

**James Martin & Co.** – February 1990 – December 1993 (3 years 11 months)

Directed all aspects of the customer experience for top-selling online reference and computer-based training offerings related to the Information Engineering Methodology, including—

- Packaging and consumer "out- of-the-box" experience
  - Information architecture
  - User interface design
  - Installation instructions for consumers
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### **Independent Consultant**

**Surveys, Statistical Analysis and Training** (Sole Proprietorship) – August 1984 – August 1990 (6 years 1 month)

Clients included:

- American Institute of Architects (Questionnaire design, statistical analysis and staff training)
- IBM (training of System Programmers in the REXX language)
- Planning Council of Chattanooga, TN (Research, including surveys and interviews for community needs assessment)



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- Systems Center (Human Factors/Ergonomics/Usability of mainframe operating system software)

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### **Director, Academic Computing**

**The George Washington University** – August 1986 – February 1990 (3 years 7 months)

- Managed technical support and training for the entire University (25,000+ clients) and directed technology strategy
- Served as Chair of the University Technology Committee
- Faculty appointment (Professorial Lecturer) in the Statistics/Computer & Information Systems Dept.—taught computer programming for social and behavioral science students.

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### **Senior Research Associate**

**United Way of America** – August 1983 – July 1987 (4 years)

- Managed and implemented quantitative and qualitative marketing/satisfaction research to help the national office of United Way best serve its 2000+ local United Way organizations.
- Created '**Quest: A Tool for Listening to People in the Workplace**', a PC-based survey tabulation package for local United Ways—a top-seller among the 2,200 independent United Way organizations for over a decade.

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### **Groups and Associations**

- Professional Member, Industrial Designers Society of America (IDSA)
  - Guild of American Luthiers (GAL)
  - Product Development & Management Association (PDMA)
  - American Marketing Association, AMA
  - Association for Computing Machinery, ACM
  - SIGCAS, ACM special interest group for Computers & Society
  - SIGCHI, ACM special interest group for Computer-Human Interaction
  - CHI-Atlanta, the Atlanta Chapter of ACM SIGCHI
  - Art Institute of Atlanta, Regular Industry Reviewer of Junior and Senior Interactive Media projects
  - Georgia Institute of Technology, Supervisor of Masters and Doctoral Interns
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## Honors and Awards

- Invited Referee for UPA (Usability Professionals Association) 2009 International Student Design Competition
- PDMA Georgia Chapter, Served on Executive Board as Director of Academic Affairs
- Atlanta Marketing Research Roundtable
- Faulkner University, Member of the Computer Sciences Advisory Board, serving as a representative for the Informatics (another name for Human-Centered Design) Program
- Two 'standing room only' lectures to the Atlanta Chapter of the American Marketing Association on the use of ethnography and related field methods in the NPD (New Product Development) Process
- Executive Council (founding member), CHI-Atlanta, the Atlanta chapter of the Special Interest Group for Computer-Human Interaction of the Association for Computing Machinery, (1998-99)
- Managing Editor, The CHI-Atlanta Bulletin, (1998- 99)