



## FELLOW PROFILE

**Name:** Arnold M. Lund

**Degrees, certifications, etc.:** PhD, Verbal Learning and Memory  
MA, Experimental Psychology  
BA, Chemistry  
  
CUXP, Certified UX Professional



### **Biography (How you got involved in the field, your major career activities and milestones):**

Arnold (Arnie) Lund, PhD, CUXP, is a Principal Director of User Experience at Microsoft. He began his career at AT&T Bell Laboratories in applied research, and helped build the science and technology organization at Ameritech. He managed design and exploratory development teams at US West Advanced Technologies, and served as a director at Sapien (where his focus areas ranged from information architecture to leading a global program in emerging technologies). Arnie has been elected to the ACM SIGCHI Academy, and co-chaired the CHI conferences in 1998 (Los Angeles) and 2008 (Florence, Italy). He received the ACM SIGCHI Lifetime Service Award in 2011. He is a Fellow of the Human Factors and Ergonomics Society (HFES), and served on the HFES Executive Council. He has long been engaged in human computer interaction (HCI) standards and in the area of accessibility and emerging technology, including chairing the HFES Institute and overseeing the HFES-200 standard and its approval as an ANSI standard. He is a certified user experience professional and served as president of the board of directors for the Board of Certification in Professional Ergonomics (BCPE). Arnie received his BA in chemistry from the University of Chicago, and his PhD in experimental psychology human learning and memory from Northwestern University. He has published widely in R&D management and on research in natural user interfaces, and has a variety of patents. He has been on the advisory and editorial boards of various journals (e.g., *Journal of Usability Studies* and the *International Journal of Speech Technology*), and served on the board of directors for INFINITEC (focusing on infinite potential through assistive technologies). Arnie has taught user centered design at Northwestern University and elsewhere, and has taught at Northwestern University, the University of Washington, and elsewhere. He is on the advisory board for the Human Centered Design and Engineering department at the University of Washington. His book *User Experience Management: Essential Skills for Leading Effective UX Teams* was published in the Spring of 2011.

### **Employment History (List top 5 positions):**

Microsoft Corporation – 2000-date

Sapien – 2000-2002

US West Advanced Technologies – 1997-2000

Ameritech – 1989-1997

AT&T Bell Laboratories – 1980-1989

**What were your significant contributions to the field?**

Elected to the HFES Executive Committee, and chaired the HFES Institute

Member of the ANSI/HFES-200 Standard committee

Founded Chicago HFES Chapter

Co-chaired ACM SIGCHI CHI conferences in 1998 (Los Angeles) and 2008 (Florence, Italy)

Founded Denver SIGCHI Chapter

Member of the board of directors for BCPE (the Board of Certification in Professional Ergonomics), and served as its president

>100 published articles, book chapters and conference presentations

>20 patents

Wrote book *User Experience Management: Essential Skills for Leading Effective UX Teams*

Advisory and editorial boards of various journals (e.g., *Journal of Usability Studies* and the *International Journal of Speech Technology*) and numerous journal and book reviews

Successful product designs at companies where employed, and teams have won numerous awards and received many patents

The students, employees and colleagues with whom I've had a chance to work

**Did you receive any notable awards or recognition during your career?**

Made a Fellow of HFES

Elected to the ACM SIGCHI Academy

ACM SIGCHI Lifetime Service Award

**Please provide any links to your online articles, essays, blogs, Wikipedia pages, etc., that pertain to your research, publications or practice.**

My twitter presence is at #ArnieLund

**What advice would you give someone considering HF/E as a profession?**

The excitement and reward of HF/E as a profession is not limited to removing errors, it is about finding new opportunities to make the world a better place, to make people's lives better and more satisfying.