

## Candidate for Secretary/Treasurer

Liza Potts  
Old Dominion University, Norfolk, VA USA

### **BIOGRAPHY**

#### Academic Background:

Ph.D., Rensselaer Polytechnic Institute, 2007, Communication and Rhetoric.

#### Professional Experience:

Assistant Professor, Old Dominion University, Norfolk, VA, 2008 – Present;  
Director of Design Research / Human Factors, Electronic Ink, Philadelphia, PA, 2007 – 2008;  
User Interface Program Manager, Microsoft, Redmond, WA, 2001 – 2003.

#### Professional Interest:

Experience Design; Usability; Information Architecture; Technologically Mediated Communication; Sociotechnical Systems Theory.

#### Membership and Offices in Related Organizations:

Association of Internet Researchers, 2007 – Present;  
Association of Teachers of Technical Writing, 2008 – Present;  
2006 Conference Webmaster, IEEE: Professional Communication Society, 2006.

#### Awards Received:

Nominated for the CCCC Outstanding Dissertation Award, 2009; Joanne Wagner Memorial Fellowship, 2006; School of Humanities and Social Sciences Fellowship, 2005.

### **STATEMENT**

As a researcher with experience in both industry and academia, SIGDOC represents a place where these two worlds blur -- allowing us to share knowledge, make connections, and push the limits of our work.

A major reason why I returned to academia was to help train the next generation of communication designers. As part of that training, I would like to encourage the establishment of SIGDOC student groups. These groups would promote interdisciplinary work that was firmly rooted in the humanistic principles of our organization.

Building from that foundation, I would like us to encourage further cooperation between industry and academia by creating Bridge Building awards that would recognize such

collaborations. By publicizing these achievements, we can encourage others through positive reinforcement.

I would be honored to serve SIGDOC as the Secretary/Treasurer because I believe strongly in the merits of interdisciplinary work and I am excited to be a part of this movement.