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**Education: Ph.D. and M.A. in Anthropology, University of California, Berkeley
B.A. in Anthropology, University of California, Santa Barbara**

2017-present: Consultant and Researcher in Higher and Further Education and Libraries.

- Qualitative Research
- Planning and Project Management
- Communication
- Facilitation and Mentorship
- Collaboration
- User Experience: Ethnography, Design Thinking, Co-Design, Interviews
- Qualitative Methods Training and Policy Recommendations

Recent clients include Davidson College in North Carolina, Jisc (a higher education organisation providing staff development to all UK institutions), EBSCO (user experience department), University College London, Kingston University London, and University of West London. I was engaged to co-lead and develop the Jisc digital leaders course, as well as to conduct research around Next Generation Learning Technology, and a Contextual Inquiry into Teaching Practices in UK Higher and Further Education.

2009-2017: Associate Professor for Anthropological Research, J. Murrey Atkins Library, UNC Charlotte.

- Assessment
- Applied Anthropology
- Communication
- Planning and Project Management
- User Experience: Ethnography, Web UX, Design Thinking, Co-Design, Focus Groups, Interviews
- Community Outreach and Collaboration

Tasked with assessment and evaluation-centered user experience research within the library, and also engaged in collaborations outside of the library with the Center for Teaching and Learning, Office of Classroom Support, Academic Affairs, the College of Engineering, and the College of Health and Human Services.

Project Portfolio

Applied Anthropology Research Projects

- **Project Lead, Contextual Inquiry, Jisc, London UK:** 2017-2018 qualitative inquiry into teaching practices in higher and further education in the UK. In-depth interviews of scholars across the UK, feeding into analysis and recommendations that will help inform Jisc's work on Next Generation Digital Learning Environments.

- **Project Lead, Comparative Library Ethnography, University College, London, UK:** Series of projects, one pilot in 2011 and a longer project in March of 2014, concerned with collecting ethnographic data on the digital and physical learning practices and landscapes of University College, London students. Particular focus on Archaeology, Architecture and Town Planning, and Eastern European studies libraries at UCL. Collected structured interviews and cognitive maps, and have explicitly connected the research results (via methodology) with the Visitors and Residents project and the Atkins Ethnography Project at UNC Charlotte (cf. below)
- **Co-Lead, Visitors and Residents Research Project (US and UK):** 2011-2014. Joint research project with Lynn S. Connaway (OCLC) and David White (University Arts, London), funded by OCLC and Jisc. Concerned with motivations to engage with information, technology, and digital and physical spaces, and how they might change over time, or with changes in educational stages. Structured interviews and follow-up information diaries collected from individuals at various educational stages. I conducted the fieldwork and interviews among Charlotte-area high school students, as well as UNC Charlotte academic community members (undergraduates, graduate students, and faculty).
- **Project Lead, UNC Charlotte Atkins Library Ethnography Project, North Carolina, USA:** 2009-2017. Observing student activity, throughout the library building. Informal and formal interviews with library patrons, both students and faculty. Conducted usability testing on the current Atkins Library website, as well as two prototypes for the new website (2010-2011). Impact on physical spaces of the library includes renovated ground floor study commons, improved service models, ongoing evaluation and reconfiguration of library and other on-campus learning spaces.

Leadership and Change

Working with UK Higher Education Institutions to enable change at both strategic and operational levels. Working with Jisc to develop a series of events and workshops to support leaders, managers and practitioners from teaching, research, education technology, instructional design, library, and administration backgrounds to develop both their own practice and create organisational change. Worked 2014-2018 on the Jisc Digital Leaders Programme, facilitating small groups of UK and Irish institutional leaders to develop their approaches to digital. <https://www.jisc.ac.uk/training/digital-leaders-programme>

Digital Practice

Working with faculty, library, education technology, instructional design, and administrative staff to better understand digital practice, develop their own skills and to cascade skills to their teams. During 2017 and 2018 worked with Jisc in a community consultation and qualitative research project around the changing nature of technology and the impact that will have on faculty and students, and their experiences of teaching and learning. Have facilitated digital practice workshops in various UK and Irish locations, including University of Kent, University College Cork, University of Lancaster, and Coventry University.

Relevant Publications

Leadership and Digital Strategy

2018 '[Leadership and Social Media: Challenges and Opportunities.](#)' With Lawrie Phipps. To be published in Rowell, C (2018) 'Social Media in Higher Education' [preprint]

2017 "[Leading with Digital in an Age of Supercomplexity](#)" with Lawrie Phipps. Irish Journal of Technology Enhanced Learning, 2(2).

User Experience and Qualitative Assessment

2017 "Mapping Student Days: Collaborative Ethnography and the Student Experience," with Asher, Andrew; Amaral, Jean; Couture, Juliann; Fister; Lowe, M. Sara; Regalado, Mariana; and Smale, Maura A. Collaborative Librarianship: Vol. 9 : Iss. 4 , Article 7.

Available at: <https://digitalcommons.du.edu/collaborativelibrarianship/vol9/iss4/7>

2016 "Ethnographic approaches to the practices of scholarly communication: tackling the mess of academia." Insights. 29(3), pp.239–248. DOI: <http://doi.org/10.1629/uksg.316>

2016 "[Ethnographish: The State of Ethnography in Libraries](#)" with Andrew Asher. Weave vol 1, issue 5.

2016 "[Embracing an Ethnographic Agenda: Context, Collaboration and Complexity,](#)" in [User Experience in Libraries: Applying Ethnography and Human-Centred Design.](#) edited by Andy Priestner and Matt Borg, Routledge (Taylor and Francis Group).

2015 "Ethnographic Techniques and New Visions for Libraries," in Library Analytics and Metrics: Using Data to Drive Decisions and Services. Ed. Ben Showers. Facet Publishing: London. http://www.facetpublishing.co.uk/title.php?id=049658&category_code=202#table-of-contents-tab

2014 "[The Mixed-Method Library: Qualitative Research and the Future of Assessment in Higher Education.](#)" in Reinventing Libraries: Reinventing Assessment. Innovative Practices and Ideas that Challenge the Status Quo. CUNY Library Assessment Conference Proceedings.

2011 "Re-imagining the Users' Experience: An Ethnographic Approach to Web Usability and Space Design", with Somaly Kim Wu, Reference Services Review, Vol. 39 Iss: 3.

Digital Practice and Academia

2019 "[Trust, Innovation and Risk: a contextual inquiry into teaching practices and the implications for the use of technology.](#)" with Lawrie Phipps. Irish Journal of Technology Enhanced Learning, 4(1), 68 - 85.

2015 "[The Resident Web and Its Impact on the Academy,](#)" with David White, in [Hybrid Pedagogy, October 8.](#)

2015 "[Sociomaterial Texts, Spaces and Devices: Questioning 'Digital Dualism' in Library and Study Practices.](#)" with Lesley Gourlay and Martin Oliver, Higher Education Quarterly. doi: 10.1111/hequ.12075

2014 "Evaluating Digital Services: A Visitors and Residents Approach" with David White, Lynn Silipigni Connaway, Erin Hood, and Carrie Vass, Jisc InfoNet Infokit: <http://www.jiscinfonet.ac.uk/infokits/evaluating-services/>

2012 "Collaborative work within Optical Engineering: Ethnography and curricular development," with A. M. Ferrara, M. A. Davies, C. J. Evans, and T. J. Suleski in Applied Industrial Optics: Spectroscopy, Imaging and Metrology, OSA Technical Digest (online) (Optical Society of America, 2012), paper JTU5A.1. <http://www.opticsinfobase.org/abstract.cfm?URI=AIO-2012-JTu5A.1>

Selected Presentations

2018 "Where is your place?" keynote presentation, Social Science Librarians Boot Camp-RVA, University of Richmond, VA, August.

2018 "What we talk about when we talk about Digital Capabilities." keynote presentation, UCISA Digital Capabilities Group, Warwick, UK, May.

2018 "What Lies Beneath" keynote presentation with Lawrie Phipps, Lancaster University All-Staff Conference, "Leading and Thriving in a Changing World," Lancaster, UK, April.

2017 "The Anthropologist's Tale" keynote presentation, Lianza conference, Christchurch, New Zealand, September.

2016 "Three Stories" keynote presentation, UXLibs II conference, Glasgow, UK, June.

2016 "Teaching, Learning, and Vulnerability in Digital Places," keynote presentation, Library Instruction West, Salt Lake City, UT, June 9th.

2016 "When the Active Learning Agenda Comes to Town," keynote presentation, Innovative Library Classroom conference, Radford, VA, May.

2016 "The Power of Digital for Change," keynote panel presentation, Jisc Digifest, Birmingham, UK, March 2.

2015 "The Topography of Learning: Using Cognitive Mapping to Evolve and Innovate in the Academic Library," roundtable discussion with Maura Smale, Andrew Asher, Mariana Regalado, and Lesley Gourlay, at the Association of College and Research Libraries Conference, Portland, OR, March 25-28.

2015 "Once Upon a Time: A Story about Ethnography and Possibility in Libraries," keynote presentation. UXLib Conference, Cambridge, UK, March 17-19.