Dr. Guiseppe Getto

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AREAS OF PRIMARY INTEREST

My research focuses on utilizing **user experience** (UX) design, **content strategy**, **artificial intelligence** (AI), and participatory research methods to help people improve their communities and organizations. This emphasis on **digital technology**, **technical communication**, and **community engagement** leads me to develop communication and design projects with non-profits, businesses, and community-based organizations, in addition to collaborating with university researchers, teachers, and students.

EDUCATION

Ph.D.	**Rhetoric and Writing**, Michigan State University, 2011
M.F.A.	**Creative Writing**, California State University-Fresno, 2007
M.A.	**Composition Theory**, California State University-Fresno, 2006
B.A.	**English**, University of Nevada-Reno, 2002

FACULTY POSITIONS

Director, M.S. in Technical Communication Management
Mercer University, 2023-Present

Associate Professor of Human-Centered Information Design and Technology
Mercer University, 2022-Present

Associate Professor of Technical and Professional Communication
East Carolina University, 2019-2022

Assistant Professor of Technical and Professional Communication
East Carolina University, 2013-2019

Assistant Professor of New Media, Rhetoric, and Professional Writing
SUNY Cortland, 2011-2013

PUBLICATIONS

BOOKS

Getto, G., Labriola, J., & Ruszkiewicz, S. (2023). *Content strategy: A how-to guide.* Routledge.

Getto, G., Labriola, J., & Ruszkiewicz, S., Eds. (2020). *Content strategy in technical communication*. Routledge.

EDITOR OF A JOURNAL SPECIAL ISSUE

Getto, G., & Flanagan, S. (2024). The how-to of content strategy: Teaching, training, and application. *Technical Communication, 71*(2), 1-120.

Getto, G., Labriola, J., & Lancaster, A., Eds. (2023). The state of UX in Technical and Professional Communication: Courses, programs, and jobs. *IEEE Transactions on Professional Communication, 66*(4), 317-409.

Getto, G., Flanagan, S., & Labriola, J., Eds. (2023). The people, practices, and technologies central to content strategy. *Journal of Technical Writing and Communication, 53*(4), 279-397.

Getto, G., & Sun, H., Eds. (2017). Designing for everyday life in global contexts. *Rhetoric, Professional Communication, and Globalization*, *10*(1)*,* 1-102.

Zhou, Q., & Getto, G., Eds. (2017). Designing professional communication across cultures. *Connexions International Professional Communication Journal, 5*(1), 1-149.

Sun, H., & Getto, G., Eds. (2017). Localizing user experience: Strategies, practices, and techniques for culturally sensitive design. *Technical Communication, 64*(2), 89-187.

Getto, G., Ed. (2015). UX and project management: Part 2. *International Journal of Sociotechnology and Knowledge Development*, *7*(3), 1-52.

Getto, G., Ed. (2015). UX and project management: Part 1. *International Journal of Sociotechnology and Knowledge Development*, *7*(2), 1-62.

Getto, G., Thatcher, B., & Tan, J.-S., Eds. (2015). Defining and operationalizing culture for intercultural and global research, theory, and practice. *Rhetoric, Professional Communication, and Globalization*, *7*(1)*,* 1-146.

PEER-REVIEWED JOURNAL ARTICLES

Getto, G., Stockwell, A., & Griffin, M.K. (2026). User research across contexts: Integrating academic rigor and industry innovation. *IEEE Transactions on Professional Communication, 69*(2), 238-251.

Getto, G., Kelley, S., & Vance, B. (2026). How to write with GenAI: A framework for using generative AI to automate writing tasks in technical communication. *Journal of Technical Writing and Communication, 56*(2), 111-144.

Kearney, G.D., Getto, G, & Hisel, J. (2025). Bridging the occupational policy to practice gap: User-centered designed toolbox talks for landscaping tree care. *Frontiers in Public Health,* 13.

Getto, G., & Vance, B. (2025). UX Research, management, and design: What a textual analysis of UX job ads means for technical communication. *IEEE Transactions on Professional Communication, 68*(3), 343-360.

Gallagher, P., & Getto, G. (2023). The state of UX pedagogy: An integrative literature review. *IEEE Transactions on Professional Communication, 66*(4), 322-337.

Getto, G., & Flanagan, S. (2022). Localizing UX advocacy and accountability: Using personas to amplify user agency. *Technical Communication*, *69*(4), 97-113.

Getto, G., & Flanagan, S. (2022). Helping content strategy: What technical communicators can do for non-profits. *Technical Communication*, *69*(1), 54-72.

Getto, G. (2020). The story/test/story method: A combined approach to usability testing and contextual inquiry. *Computers and Composition*, *55*, 1-13.

Getto, G., & Labriola, J. (2019). "Hey, such-and-such on the internet has suggested… ": How to create content models that invite user participation. *IEEE Transactions on Professional Communication, 62*(4), 385-397.

Pennell, T., Frost, E., & Getto, G. (2018). Valuing contra-professionalization: Analyzing successful professionalization practices in technical and professional communication. *Programmatic Perspectives, 10*(2), 71-99.

Flanagan, S., & Getto, G. (2017). Helping content: A three-part approach to content strategy with nonprofits. *Communication Design Quarterly, 5*(1), 57-70.

Getto, G., & Moore, C. (2017). Mapping personas: Designing UX relationships for an online coastal atlas. *Computers and Composition*, *43*, 15-34.

Maher, D., & Getto, G. (2016). Digitally mapping the Buddhist holy land: Intercultural communication, religious history, and networked rhetoric. *Rhetoric, Professional Communication, and Globalization, 9*(1)*,* 78-99.

Getto, G., & Beecher, F. (2016). Toward a model of UX education: Training UX designers within the academy. *IEEE Transactions on Professional Communication, 59*(2), 153-164.

Getto, G., & Labriola, J. (2016). iFixit myself: User-generated content strategy in "the free repair guide for everything." *IEEE Transactions on Professional Communication, 59*(1), 37-55.

Getto, G. (2015). Managing experiences: Utilizing user experience design (UX) as an Agile methodology for teaching project management. *International Journal of Sociotechnology and Knowledge Development, 7*(4), 1-14.

Wiley, K., & Getto, G. (2015). A UX workflow for building awesome applications. *Communication Design Quarterly, 3*(3), 49-52.

Getto, G., & McCunney, D. (2015). Inclusive assessment: Toward a socially-just methodology for measuring institution-wide engagement. *Metropolitan Universities Journal*, *26*(2), 9-23.

Getto, G., & St.Amant, K. (2014). Designing globally, working locally: Using personas to develop online communication products for international users. *Communication Design Quarterly, 3*(1), 24-46.

Getto, G., Franklin, N. & Ruszkiewicz, S. (2014). Networked rhetoric: iFixit and the social impact of knowledge work. *Technical Communication*, *61*(3), 185-201.

Getto, G., Leon, K. & Getto-Rivait, J. (2014). Helping to build better networks: Service-learning partnerships as distributed knowledge work. *Reflections, 13*(2), 71-95.

Getto, G. (2014). Designing for engagement: Intercultural communication and/as participatory design. *Rhetoric, Professional Communication, and Globalization, 5,* 44-66.

Getto, G. (2013). Networked knowledges: Student collaborative digital composing as communicative action. *Communication Design Quarterly, 2*(1), 33-58*.*

Getto, G., & Rivait, J. (2012). Accounting for prior experiences in service-learning: Helping students develop citizenship through civic histories. *Interdisciplinary Humanities, 29*(3), 8-23.

Getto, G., Cushman, E. & Ghosh, S. (2011). Community mediation: Writing in communities and enabling connections through new media. *Computers and Composition, 28*, 160-74.

PEER-REVIEWED ARTICLES PUBLISHED IN A PROCEEDINGS

Getto, G., & Strickland, S. (2025). Uncovering tacit data in UX research: Balancing depth and efficiency through immersive methods. *2025 IEEE International Professional Communication Conference (ProComm)*, 49-55.

Getto, G., & Griffin, M. K. (2025). Using personas as a multidisciplinary design tool for social justice in engineering. *2025 IEEE International Professional Communication Conference (ProComm)*, 58-64.

Nabi, H., Vance, B., & Getto, G. (2024). Trends in post-pandemic instructional design: An exploratory analysis of job ads using textual analysis. *2024 IEEE International Professional Communication Conference (ProComm)*, 89-95.

Getto, G., Gallagher, P., & Flanagan, S. (2024). Approaches, contexts, and critiques of UX pedagogy: An exploration of themes from an integrative literature review. *2024 IEEE International Professional Communication Conference (ProComm)*, 177-183.

Getto, G., Vance, B., Flanagan, S., & Jacobsen, K. (2023). Emerging UX skill sets: Preliminary findings from a textual analysis of job ads. *2023 IEEE International Professional Communication Conference (ProComm),* 230-237.

Getto, G., Vance, B., Flanagan, S., Jacobsen, K., & Mayr, C. (2023). Extended abstract: Emerging tech comm skill sets: UX, content strategy, and instructional design. *2023 IEEE International Professional Communication Conference (ProComm),* 227-229.

Flanagan, S., Getto, G., & Ruszkiewicz, S. (2022). What content strategists do and earn: Findings from an exploratory survey of content strategy professionals. *Proceedings of the 40th ACM International Conference on Design of Communication,* 15–23.

Flanagan, S., & Getto, G. (2022). What UXers do and earn: Findings from an exploratory survey of UX professionals. *2021 IEEE International Professional Communication Conference (ProComm),* 50-57.

Getto, G., Flanagan, S., & Labriola, J. (2021). Designing boater advocacy: A Lean UX mobile app project to increase emergency response accountability. *Proceedings of the 39th ACM International Conference on Design of Communication,* 118–127.

Getto, G., Labriola, J., & Flanagan, S. (2020). The state of mobile UX: Best practices from industry and academia. *2020 IEEE International Professional Communication Conference (ProComm)*, 115-122.

Getto, G., Labriola, J., & Ruszkiewicz, S. (2019). A practitioner view of content strategy best practices in technical communication: A meta-analysis of the literature. *Proceedings of the 37th ACM International Conference on Design of Communication,* No. 9, 1-9.

Getto, G. (2018). A prototype theory for content strategy education: Training content strategists within the academy. *Proceedings of the 36th ACM International Conference on Design of Communication,* No. 16, 1-6*.*

Getto, G. (2017). Helping communication: What non-profits need from content strategists. *Proceedings of the 35th ACM International Conference on Design of Communication,* No. 8, 1-9*.*

Getto, G., Thompson, R., & Saggi, K. (2016). Spurring UX innovation in academia through lean research and teaching. *2016 IEEE International Professional Communication Conference (ProComm),* 1-9.

Dush, L., Getto, G., Flanagan, S., & Thompson, R. (2016). Content strategy service-learning partnerships with nonprofit organizations: A Guiding heuristic and overview of deliverables. *Proceedings of the 34th ACM International Conference on Design of Communication,* No. 32*.*

Getto, G. (2014). Doing UX: A workflow for teaching and training. *Proceedings of the 32nd ACM International Conference on Design of Communication,* No. 17*.*

Getto, G., Potts, L., Salvo, M. & Gossett, K. (2013). Teaching UX: Designing programs to train the next generation of UX experts. *Proceedings of the 31st ACM International Conference on Design of Communication,* 65-70*.*

Getto, G., & Silva, M. (2012). Doing multimodal research the easy way: A workflow for making sense of technologically complex communication situations. *Proceedings of the 30th ACM International Conference on Design of Communication*, 89-94.

PEER-REVIEWED BOOK CHAPTERS

Getto, G. (2025). Tactical user research: How UX can (re)shape organizations. In H. McCullough, H. Sarat-St. Peter, & M. Kimball, (Eds.), *Tactical approaches to technical communication: Reimagining institutions, transforming society* (pp. 125-146). SUNY Press.

Getto, G. (2023). User experience. In H. Yu & J. Buehl (Eds.), *Keywords in technical and professional communication* (pp. 311-317). WAC Clearinghouse.

Getto, G. (2021). Ensuring high-quality student user experiences: PARS and the technical communication online writing class. In J. Borgman & C. McArdle (Eds.), *PARS in practice: More resources and strategies for online writing instructors* (pp. 293-303). WAC Clearinghouse.

Getto, G. (2020). What constitutes a best practice in content strategy? In G. Getto, J. Labriola, & S. Ruszkiewicz (Eds.), *Content strategy in technical communication* (pp. 19-30). Routledge.

Getto, G., Labriola, J., & Ruszkiewicz, S. (2020). An introduction to content strategy: Best practices, pedagogies, and what the future holds. In G. Getto, J. Labriola, & S. Ruszkiewicz (Eds.), *Content strategy in technical communication* (pp. 1-16). Routledge.

Getto, G., & McCunney, D. (2018). Building communication capacities within nonprofits through service-learning. In T. York, A. Tinkler, & B. Tinkler (Eds.), *Service-learning to advance access and success: Bridging institutional and community capacity* (pp. 53-72). Information Age Publishing.

Getto, G., Franklin, N., Ruszkiewicz, S., & Labriola, J. (2018). User experience in a networked environment: How Latour can help us do better UX work. In K. Moore & D. Richards (Eds.), *Posthuman praxis in technical communication* (pp. 176-196). Routledge.

Getto, G., & McCunney, D. (2016). Moving from traditional to critical service-learning: Reflexivity, reciprocity, and place. In A. Tinkler, B. Tinkler, V. Jagla, & J. Strait (Eds.), *Service-learning to advance social justice in a time of radical inequality* (pp. 375–386). Information Age Publishing.

Getto, G., & Getto-Rivait, J. (2014). A culture of sharing: Non-profit organizations and intellectual property. In D. DeVoss & M. Courant-Rife (Eds.), *Cultures of copyright* (pp. 271-82). Peter Lang.

Cushman, E., Getto, G. & Ghosh, S. (2013). Learning with communities in a praxis of new media. In C. Wilkey, C. & N. Mauriello, (Eds.), *Texts of consequence: Composing rhetorics of social activism for the writing classroom* (pp. 295-315). Hampton Press.

EDITORIALS

Getto, G., & Flanagan, S. (2024). The how-to of content strategy: Teaching, training, and application. *Technical Communication, 71*(2), 1-4.

Getto, G., Labriola, J., & Lancaster, A. (2023). The state of UX in Technical and Professional Communication: Courses, Programs, and Jobs. *IEEE Transactions on Professional Communication, 66*(4), 317-321.

Getto, G., Flanagan, S., & Labriola, J. (2023). The people, practices, and technologies central to content strategy. *Journal of Technical Writing and Communication, 53*(4), 279-285.

Getto, G., & Sun, H., Eds. (2017). Designing for everyday life in global contexts. *Rhetoric, Professional Communication, and Globalization*, *10*(1), 1-4.

Zhou, Q., & Getto, G. (2017). Editorial for special issue on designing professional communication across cultures. Connexions International Professional Communication Journal, 5(1), 3-7.

Sun, H., & Getto, G. (2017). Localizing user experience: Strategies, practices, and techniques for culturally sensitive design. Technical Communication, 64(2), 89-94.

Getto, G. (2015). Why we need new approaches to managing UX projects. *International Journal of Sociotechnology and Knowledge Development*, *7*(3), iv-v.

Getto, G. (2015). Why we need new approaches to project management. *International Journal of Sociotechnology and Knowledge Development*, *7*(2), iv-v.

Getto, G. (2015). Editor's introduction. *Rhetoric, Professional Communication, and Globalization*, *7*(1), 1-11.

PEER-REVIEWED TEXTBOOK CHAPTER

Getto, G. (2015). Usability and user experience research. *Writing Commons*, http://bit.ly/1FvzYur.

TEXTBOOK CHAPTER

Getto, G. (2015). Usability and user experience research. In Branham, C., (Eds), *A rhetorical approach to workplace writing practices* (2nd ed.)(pp. 181-84), Acton, MA: XanEdu.

EBOOKS

Getto, G., & Cao, J. (2015). *UX design: The definitive beginner's guide*. UXPin, http://bit.ly/29l0FJY.

Getto, G., & Cao, J. (2015). *Getting started with UX design process & documentation*. UXPin, http://bit.ly/1NMmHPv.

EBOOK CHAPTER

Getto, G., & Saggi, K. (2015). UX partnerships with higher education. In Gautam, R. & Rotolo, T, (Eds), *This SUX: A guide to developing better user experiences* (pp. 65-73), TryMyUI, http://bit.ly/1L98Kyc.

WHITEPAPER

Getto, G., & Cao, J. (2015). *How to launch your UX career and get paid*. UXPin, http://bit.ly/1EZ1xhO.

INDUSTRY-BASED MAGAZINE AND BLOG ARTICLES

Getto, G. (2025, November 3). *Future-proofing your UX skills: What 15,000 job ads revealed about the evolving UX landscape*. UXmatters. https://www.uxmatters.com/mt/archives/2025/11/future-proofing-your-ux-skills-what-15000-job-ads-revealed-about-the-evolving-ux-landscape.php

Getto, G. (2025, October). *Why AI won't replace tech writers – but will reshape their work*. tcworld. *https://www.tcworld.info/e-magazine/technical-writing/why-ai-wont-replace-tech-writers-but-will-reshape-their-work*

Getto, G., & Mayr, C. (2024, January/February). Academic and practitioner perspectives on training and development for technical communication. *Intercom*, 71(1), 39-43.

Getto, G., & Mayr, C. (2022, May/June). Information design and information architecture: Why technical communicators should care about these fields. *Intercom*, 69(3), 4-9.

Getto, G., & Flanagan, S. (2022, January 16). *What UXers do and earn: Findings from the TriUXPA salary survey for 2021*. Triangle UXPA. Retrieved February 28, 2022, from https://triuxpa.org/blog/12268684.

Getto, G., (2016). What UX designers need to know about conversion rate optimization. *Boxes and Arrows*, http://bit.ly/1K9Wkq1.

Getto, G. (2016, January). Helping design: Building content capacities within non-profits. *Intercom*, 63(1), 16-19.

Getto, G. (2016). The 12 realistic principles of Agile UX. *Studio by UXPin*, http://bit.ly/1PDlg5a.

Getto, G. (2014). Teaching/learning UX: Considerations for academic-industry partnerships. *Boxes and Arrows*, http://bit.ly/1t1my4N.

Getto, G. (2014, March). Designing for engagement: A workflow for participatory, cross-cultural design. *Intercom*, *61*(3), 14-18.

REVIEWS AND RESPONSES

Getto, G. (2025). Review of *UX design with Figma: User-centered interface design and prototyping with Figma*. IEEE ProComm Book Reviews–Digital Collection. https://procomm.ieee.org/human-factors-accessibility-usability/

Getto, G. (2025). Review of *Taming the Machine: Ethically Harness the Power of AI*. *IEEE Transactions on Professional Communication, 68*(3), 400-401.

Getto, G. (2025). Review of *Research that scales: The research operations handbook*. *IEEE Transactions on Professional Communication, 68*(2), 262-263.

Getto, G. (2024). Review of *Interviewing Users: How to Uncover Compelling Insights*. 2nd ed. *Technical*

Communication, 71(2), 106.

Getto, G. (2024). Review of *Design for Learning: User Experience in Online Teaching and Learning. Technical Communication, 71*(1), 101-102.

Getto, G. (2023). Review of *101 UX principles: Actionable solutions for product design success. Technical Communication, 70*(4), 90-91.

Getto, G. (2023). Review of *Strategic content design: Tools and research techniques for better UX. Technical Communication, 70*(4), 91.

Getto, G. (2023). Review of *Closing the loop: Systems thinking for designers. Technical Communication, 70*(3), 113-114.

Getto, G. (2023). Review of *Design for Change in Higher Education*. *Technical Communication, 70*(1), 101-102.

Getto, G. (2022). Review of *UX Strategy: Product Strategy Techniques for Devising Innovative Digital Solutions*, 2nd ed. *Technical Communication, 69*(2), 107.

Getto, G. (2022). Review of *Conversations with Things: UX Design for Chat and Voice. Technical Communication, 69*(1), 93-94.

Getto, G. (2021). Review of *Usability Testing Essentials: Ready, Set. . .Test! Technical Communication, 68*(2), 104.

Getto, G. (2018). Review of *The zen of social media marketing: An easier way to build credibility, generate buzz, and increase revenue. Technical Communication, 65*(1), 121.

Getto, G. (2017). Review of *Odyssey—The business of consulting: How to build, grow, and transform your consulting business. Technical Communication, 64*(2), 182-183.

Getto, G. (2017). Review of *Academy-industry relationships and partnerships: Perspectives for technical communicators. Technical Communication, 64*(1), 77-78.

Getto, G. (2017). Review of *There's not an app for that: Mobile user experience design for life. Technical Communication, 64*(1), 88.

Getto, G. (2016). Review of *Mapping Experiences: A Guide to Creating Value through Journeys, Blueprints, and Diagrams*. *Technical Communication, 63*(4), 381.

Getto, G. (2016). Review of *The UX five-second rules: Guidelines for user experience design's simplest testing technique*. *Technical Communication, 63*(2), 157.

Getto, G. (2015). Review of *World 3.0: Global prosperity and how to achieve it*. *Communication Design Quarterly, 4*(1), 73-76.

Getto, G. (2015). Review of *UI Is Communication*. *Technical Communication, 62*(2), 157.

Getto, G. (2015). Response to Burnout. In Skinnell, R., Holiday, J., & Vassett, C. (Eds.), *What we wish we'd known: Negotiating graduate school* (pp. 181-84), Southlake, TX: Fountainhead Press.

Getto, G. (2014). Review of *Microinteractions*. *Technical Communication*, *61(3)*, 208.

Getto, G. (2008). Atton's *Alternative Internet*: Well defined, but not so well described? *H-Net Reviews*, http://bit.ly/nz3RMN.

GRANTS AND FUNDED RESEARCH

Getto, G., Gallagher, P. B., & Brewer, P. E. (2022). Prototyping a User Experience Design Consortium Across Institutions. *Mercer University Seed Grant,* Mercer, funded amount: **$1,000 (internal)**.

Getto, G., Marshburn, E., Billingsley, A., & Van Scott, M. (2020). I-Corps: Effective Software Tool for Reducing Recreational Boating Accidents and Fatalities. *National Science Foundation Innovation Corps (I-Corps)*, ECU, funded amount: **$50,000 (external).**

Getto, G. & McCunney, D. (2016). The codification of civic engagement at an engaged university: A focused ethnography into structures of inclusion. *NASPA Region III Research and Assessment Grant,* ECU, funded amount: **$300 (external)**.

Allen, T. & Getto, G. (2016). North Carolina Coastal Atlas: Enhancement for coastal management year four. *North Carolina Department of Environment and Natural Resources (NCDENR) Division of Coastal Management (DCM)*, ECU, funded amount: **$35,000 (external)**.

Getto, G. (2015). Helping design: Building digital capacities within non-profits. *Engagement and Outreach Scholars Academy (EOSA),* ECU, funded amount: **$11,500 (internal)**.

Allen, T. & Getto, G. (2015). North Carolina Coastal Atlas: Enhancing coastal-marine geospatial information access, communication, and analysis in year three. *North Carolina Department of Environment and Natural Resources (NCDENR) Division of Coastal Management (DCM)*, ECU, funded amount: **$35,000 (external)**.

Frost, E., Getto, G. & Pennell, T. (2014). Analyzing successful professionalization practices in technical and professional communication. *Council for Programs in Technical and Scientific Communication (CPTSC) Research Program Grant*, ECU, funded amount: **$1,500 (external)**.

Getto, G. (2012). Designing for engagement: A study of a service-learning initiative for creating digital products with local organizations. *Faculty Research Program Grant*, SUNY Cortland, funded amount: **$2,500 (internal)**.

Getto, G. (2012). The development of an upper division Professional Writing class: Digital and Technical Writing for Community Development. *Teaching Innovation Grant*, SUNY Cortland, funded amount: **$500 (internal)**.

Bethlehem Temple Church & Getto, G. (2010). Lansing Public Access PEG (Public, Education, and Government) Fund Grant. *Office of Community Media; Cable and Telecommunications Advisory Board*, Lansing, MI, funded amount: **$25,000 (external)**.

East Lansing Food Co-op & Getto, G. (2010). Lansing Public Access PEG Fund Grant. *Office of Community Media; Cable and Telecommunications Advisory Board*, Lansing, MI, funded amount: **$25,000 (external)**.

PRESENTATIONS

KEYNOTE

Getto, G. (2017). Content strategy: The future of technical communication? *TC Camp: The techcomm unconference.* Washington, DC.

INVITED PRESENTATIONS

Getto, G. (2025). AI literacy as the new core competency in technical communication: Preparing professionals for an AI-augmented future. Writing & Rhetoric Student Organization (WRSO). Syracuse University. Online.

Gallagher, P., & Getto, G., (2025). Introduction to accessible UX work. Carrier Global UX Practice Group. Online.

Getto, G., & Mayr, C. (2023). Reddit AMA. *Technical Writing Subreddit*. Online.

Getto, G., & Mayr, C. (2022). KnowledgeXchange panel: Fears and failures. *Society for Technical Communication*. Online.

Getto, G., Mesibov, M., Scattini, J., & Houser, A, Moderator. (2022). KnowledgeXchange panel: The

tough stuff: Emotional intelligence in the workplace. *2022 Technical Communication Summit and Expo*. Chicago, IL.

Getto, G., & Mayr, C. (2022). So you want to be a technical writer? Five things to focus on. A webinar for the *Society for Technical Communication*. Online.

Flanagan, S., & Getto, G. (2021). The TriUXPA salary survey: Preliminary findings from 2017-2021. *Triangle UXPA UX Career Fair*. Online.

Getto, G. (2021). DIY digital marketing for small businesses. A webinar for the Small Business and Technology Development Center. Online.

Getto, G. (2021). Making tech comm work more efficient through content strategy. A webinar for the San Diego chapter of the *Society for Technical Communication*. Online.

Getto, G. (2021). Why WordPress is an OWI's best friend. *OWI Symposium*. Online.

Getto, G. (2020). Why OWIs are actually UX designers. *OWI Symposium*. Online.

Getto, G. (2020). What every technical communicator should know about content strategy. A webinar for the Southeast Michigan chapter of the *Society for Technical Communication*. Online.

Getto, G. (2020). How tech comm-driven content improves the customer experience. A webinar for *Room 42* by Single-Sourcing Solutions. Online.

Getto, G. (2020). How to use technical content to attract and retain customers. A webinar for *The Content Wrangler*. Online.

Getto, G. (2018). SEO, content auditing, and content management. *WritersUA*. Raleigh, NC.

Getto, G. (2016). Transforming customer and client outcomes through engaging user experiences. *DOYO Live: A Digital Marketing and Interactive Design Conference.* Youngstown, OH. PowerPoint for talk available at: http://bit.ly/2bUO9TU.

Evans, R., & Getto, G. (2015). Creating visually appealing web sites. *Write Now! 2015 Triangle Area Freelancers Annual Writers' Conference.* Raleigh, NC. PowerPoint for talk available at: http://bit.ly/1zpqMH1.

Getto, G. (2013). Building UX knowledge within an engaged university. *Council for Programs in Scientific and Technical Communication Conference*. Cincinnati, OH. Handout for talk available at: http://slidesha.re/1cEFKvU.

CONFERENCE PAPERS

Getto, G., & Strickland, S. (2025). Uncovering tacit data in UX research: Balancing depth and efficiency through immersive methods. *2025 IEEE International Professional Communication Conference (ProComm)*, Sønderborg, Denmark/Online.

Getto, G., & Griffin, M. K. (2025). Using personas as a multidisciplinary design tool for social justice in engineering. *2025 IEEE International Professional Communication Conference (ProComm)*, Sønderborg, Denmark/Online.

Sauer, G., Vance, B., & Getto, G. (2025). Reading with machines: Exploring AI's role in enhancing comprehension and rhetorical agency. Computers and Writing. Athens, GA.

Sauer, G., Vance, B., & Getto, G. (2025). Demystifying AI: Foundations, training, and professional impact for technical communicators. *2025 Artificial Intelligence and Teaching Technical Communication 2.0*. Online.

Getto, G. Gallagher, P., & Flanagan, S. (2024). Approaches, contexts, and critiques of UX pedagogy: An exploration of themes from an integrative literature review. *2024 IEEE International Professional Communication Conference (ProComm)*, Pittsburg, PA.

Vance, B., & Getto, G. (2024). Trends in post-pandemic instructional design: An exploratory analysis of job ads using textual analysis. *2024 IEEE International Professional Communication Conference (ProComm)*, Pittsburg, PA.

Getto, G. (2024). Content modeling for consistency. *2024 Technical Communication Summit and Expo*. Bloomington, MN.

Getto, G. (2023). On the interplay of UX, content strategy, and instructional design. *2023 IEEE International Professional Communication Conference (ProComm)*. Ithaca, NY.

Flanagan, S., Getto, G., & Ruszkiewicz, S. (2022). What content strategists do and earn: Findings from an exploratory survey of content strategy professionals. *40th ACM International Conference on Design of Communication.* Boston, MA.

Getto, G. (2022). How to use technical content to improve the customer experience. *2022 Technical Communication Summit and Expo*. Chicago, IL.

Flanagan, S. & Getto, G. (2022). UXers' job titles & work tasks: An analysis of what UXers do. *11th Annual Symposium on Communicating Complex Information.* Norfolk, VA.

Getto, G., Flanagan, S., & Labriola, J. (2021). Lean, UDL, and workplace-focused: Learner-centered approaches to tech comm education. *Council for Programs in Scientific and Technical Communication Conference.* Online.

Flanagan, S., & Getto, G. (2021). What UXers do and earn: Findings from an exploratory survey of UX professionals. *2021 IEEE International Professional Communication Conference (ProComm)*. Online.

Getto, G., Flanagan, S., & Labriola, J. (2021). Designing boater advocacy: A Lean UX mobile app project to increase emergency response accountability. *39th ACM International Conference on Design of Communication.* Online.

Getto, G., Labriola, J., & Flanagan, S. (2021). Mobile UX in an age of multiplying devices: Challenges, frameworks, and unanswered questions. *10th Annual Symposium on Communicating Complex Information.* Online.

Getto, G., Labriola, J., & Flanagan, S. (2020). The state of mobile UX: Best practices from industry and academia. *2020 IEEE International Professional Communication Conference (ProComm)*. Online.

Getto, G., Labriola, J., & Ruszkiewicz, S. (2019). A practitioner view of content strategy best practices in technical communication: a meta-analysis of the literature. *37th ACM International Conference on Design of Communication.* Portland, OR.

Getto, G. (2019). Introduction to Content Auditing: SEO, Assessment, and Content Management. *2019 Technical Communication Summit and Expo*. Denver, CO.

Getto, G. (2019). Content strategy in technical communication: An overview of best practices. *8th Annual Symposium on Communicating Complex Information.* Bossier City, LA.

Getto, G. (2018). A prototype theory for content strategy education: Training content strategists within the academy. *36th ACM International Conference on Design of Communication,* Milwaukee, WI.

Getto, G. (2018). A five-part heuristic for training content strategists within industry and academia. *7th Annual Symposium on Communicating Complex Information.* Greenville, NC.

Getto, G. (2017). What, me, work? Initial report on a prototype mentoring initiative. *Council for Programs in Scientific and Technical Communication Conference*. Savannah, GA.

Getto, G. (2017). Helping communication: What non-profits need from content strategists. *35th ACM International Conference on Design of Communication.* Halifax, Nova Scotia.

Getto, G., Thompson, R., & Saggi, K. (2016). Spurring UX innovation in academia through lean research and teaching. *2016 IEEE International Professional Communication Conference (IPCC)*. Austin, TX.

Dush, L., Getto, G., Flanagan, S., & Thompson, R. (2016). Content strategy service-learning partnerships with nonprofit organizations: A Guiding heuristic and overview of deliverables. *34th ACM International Conference on Design of Communication,* Silver Spring, MD*.*

Getto, G. & Flanagan, S. (2016). Helping content: A threefold approach to digital content management for non-profits. *5th Annual Symposium on Communicating Complex Information*. Greenville, NC. PowerPoint for talk available at: http://bit.ly/1XLrMwL.

Getto, G. & McCunney, D. (2016). Moving from traditional to critical service-learning: Reflexivity, reciprocity, and place. *NC Campus Compact Pathways to Achieving Civic Engagement Conference.* High Point, NC.

Getto, G. (2015). Managing experiences: Utilizing user experience design (UX) as an agile methodology for teaching project management. *Council for Programs in Scientific and Technical Communication Conference*. Logan, UT. PowerPoint for talk available at: http://bit.ly/1FSzxNc.

Getto, G. (2015). Embodied professionalization: Analyzing successful professionalization practices in technical and professional communication. *Council for Programs in Scientific and Technical Communication Conference*. Logan, UT.

Wiley, K. & Getto, G. (2015). A lean UX workflow for smaller organizations. *4th Annual Symposium on Communicating Complex Information*. Greenville, NC.

Getto, G. (2014). Building bridges to UX: Designing better UX education. *Council for Programs in Scientific and Technical Communication Conference*. Colorado Springs, CO. PowerPoint for talk available at: http://slidesha.re/1qAHwzN.

Getto, G. (2014). Towards a model of critical gamification: Writing games, rules deployment, and real world success. *Conference on College Composition and Communication*. Indianapolis, IN. PowerPoint for talk available at: http://slidesha.re/1l8OOgO.

Getto, G. (2014). Towards a UX-focused research agenda: Building participatory cultures in academic contexts. *Association of Teachers of Technical Writing Conference.* Indianapolis, IN. PowerPoint for talk available at: http://slidesha.re/1gyHhjy.

Getto, G. (2014). Designing globally, thinking locally: An argument for design workflow virtualization. *3rd Annual Symposium on Communicating Complex Information*. Greenville, NC. PowerPoint for talk available at: http://slidesha.re/MVXrwO.

Getto, G. (2013). Creating curricular partnerships with UX practitioners. *31st ACM International Conference on Design of Communication*. Greenville, NC. PowerPoint for talk available at: http://slidesha.re/19as98g.

Getto, G. & Silva, M. (2012). Doing multimodal research the easy way: A workflow for making sense of technologically complex communication situations. *30th ACM International Conference on Design of Communication*. Seattle, WA.

Getto, G. (2012). Composing digital writing relationships: Toward an infrastructural approach to digital design and pedagogy. *Conference on College Composition and Communication*. St. Louis, MO.

Getto, G. (2011). My e-petition does SO matter!! Challenging othering practices in social media through a rhetoric of community media. *Conference on College Composition and Communication*. Atlanta, GA.

Getto, G. (2010). Can new media literacies help build local public infrastructures? Opening multimedia writing to community partnerships. *Computers and Writing Conference*. West Lafayette, IN.

Getto, G. (2010). Towards a pedagogy of public remix: Scenes of composing and collaboration in the service-learning classroom. *Conference on College Composition and Communication*. Lexington, KY.

Getto, G. & Rivait, J. (2009). Sustainable multimodal collaboration: Fostering community media partnerships through service-learning. *Feminism(s) and Rhetoric(s) Conference*. East Lansing, MI.

Getto, G. (2009). Circulating (hi)stories: Reflections on kairotically contributing to community media. *Conference on College Composition and Communication*. San Francisco, CA.

Getto, G. (2008). Repurposing community history: (Re)presenting neighborhood stories through multimodality. *Thomas R. Watson Conference*. Louisville, KY. Full talk available at: http://bit.ly/j0UwB7.

Getto, G. (2007). (Re)Identifying democracy: An ethnography of worker collaboration. *Conference on College Composition and Communication.* New York, NY.

Getto, G. (2006). Visual narrative and the media: In search of alternative narratives of consumer action. *Thomas R. Watson Conference.* Louisville, KY.

Getto, G. (2005). Whose space is this anyway: Travelers, laborers, and the institutional environment. *Conference on College Composition and Communication.* San Francisco, CA.

POSTERS, WEBINARS, AND WORKSHOPS

Vance, B., & Getto, G. (2026). Smarter research, stronger proposals. A webinar for the Mercer University Artificial Intelligence Working Group.

Vance, B., & Getto, G. (2026). Smarter research, stronger proposals. A webinar for the Mercer University School of Engineering.

Agboka, G, McKenzie, K. E., Young, Jr., D. L., Walwema, J., & Getto, G., Moderator. (2021). Building inclusive tech comm teams. A webinar for the *Society for Technical Communication*. Online.

Getto, G. (2020). The five pillars of tech comm: What every new professional should know. A webinar for the *Society for Technical Communication*. Online.

Getto, G. (2020). Designing a UX course: Where do I get started? A workshop for the *9th Annual Symposium on Communicating Complex Information*, Norfolk, VA.

Getto, G. (2019). Documentation project management: From basic research to interviewing SMEs to final publication. A webinar for the *Society for Technical Communication*. Online.

Getto, G. (2018). Introducing content strategy: The future of work in technical communication? A webinar for the Texas Tech University student Chapter of the *Society for Technical Communication*. Online.

Getto, G. (2017). Is content strategy the future of work in technical communication? A webinar for the *Society for Technical Communication*. Online.

Getto, G. (2017). Content auditing: How to improve your organization's most valuable asset. A workshop for the *35th ACM International Conference on Design of Communication,* Halifax, Nova Scotia.

Thompson, R., Getto, G., & Flanagan, S. (2017). The complexity of community-based branding: Building a brand ecology for an entire city. A poster for the *6th Annual Symposium on Communicating Complex Information*. Greenville, NC.

Getto, G & Flanagan, S. (2016). Remote usability for cross-functional teams. A workshop for the *34th ACM International Conference on Design of Communication,* Silver Spring, MD.

Allen, T., Howard, R., & Getto, G. (2015). The North Carolina Coastal Atlas: A tool for informing coastal stakeholders. A poster for the *North Carolina ArcGIS Users Group (NCAUG) 2015 Fall Conference*.

Getto, G. (2015). Usable stories: Discovering contextual insights. *Insight, Not Oversight: Discovering Compelling Insights in Usability Research*, a webinar for *TryMyUI*. Full recording available at: http://bit.ly/1EOLNso. Online.

Getto-Rivait, J. & Getto, G. (2014). Designing for dialogue: Persona-fying healthcare users. A poster for the *2014 NC Health Informatics Symposium*. Greenville, NC. Full poster available at: http://slidesha.re/1shQtif.

Getto, G. (2014). Doing UX: A workflow for teaching and training. A poster for the *32nd ACM International Conference on Design of Communication.* Colorado Springs, CO. Full poster available at: http://slidesha.re/1uNWwOt.

Getto, G. (2014). Teaching/learning IA: Considerations for UX strategy in educational contexts. A poster for the *Information Architecture Summit*. San Diego, CA. Full poster available at: http://slidesha.re/1lqe8it.

Getto, G. (2013). The challenge of teaching and describing networked knowledge-making as a collaborative and pedagogical practice. A poster for the *Association of Teachers of Technical Writing Conference*. Las Vegas, NV.

AWARDS AND RECOGNITION

Service-Learning Teaching Excellence Award, 2020-2021 AY, ECU.

Pacesetter Award, Carolina Chapter, Society for Technical Communication, (while President of Chapter), 2018.

Gold Community Award, Carolina Chapter, Society for Technical Communication (while President of Chapter), 2017, 2018.

Scholar, Engagement and Outreach Scholars Academy (EOSA), 2015-2016 AY, ECU.

Service-Learning Faculty Fellow, Center for Leadership and Civic Engagement, 2013-2014 AY, ECU.

Graduate Certificate in Community Engagement, 2010, MSU.

Michigan Campus Compact's Heart and Soul Award, Spring 2010, MSU.

University Enrichment Fellowship, 2007-2011, MSU, funded amount: $23,000 per year, plus course releases for 2007-2008 AY and 2010-2011 AY.

TEACHING EXPERIENCE

TECHNICAL COMMUNICATION

TCO 691: Special Topics; Topic: Managing User Experience Strategy, Mercer.

TCO 680: Content Strategy, Mercer.

TCO 670: Managing Instructional Systems, Mercer.

TCO 605: Usability, Mercer.

TCO 499: Independent Study; Topic: User Experience Tools, Mercer.

TCO 476: Communicating in High-Tech Environments, Mercer.

TCO 463: Prototyping and Design Thinking, Mercer.

TCO 451: International Technical Communication.

TCO 364: User Experience Research and Design.

TCO 341: Technical Communication, Mercer.

TCO 141: Introduction to Professional Communication, Mercer.

ENGL 7790: Public Interest Writing, ECU.

ENGL 7780: Theory of Professional Communication, ECU.

ENGL 7775: User Experience Design, ECU.

ENGL 7766: Special Studies Seminars in Communication and Emerging Technologies; Topic: Content Strategy, ECU.

ENGL 7766: Special Studies Seminars in Communication and Emerging Technologies; Topic: Web Design and Content Strategy, ECU.

ENGL 7766: Special Studies Seminars in Communication and Emerging Technologies; Topic: User Experience Design, ECU.

ENGL 7702: Research Design in Technical and Professional Communication, ECU.

ENGL 6715: Foundations of Technical and Professional Communication, ECU.

ENGL 6715: Technical Writing, ECU.

ENGL 6702: Research Methods in Technical and Professional Communication, ECU.

ENGL 6700: Information Design and Production, ECU.

ENGL 6700: Document Design and Production, ECU.

ENGL 4780: Technical Writing, ECU.

ENGL 3880: Writing for Business and Industry, ECU.

ENGL 3040: Introduction to Professional Writing, ECU.

PWR 410: Digital and Technical Writing for Community Development, SUNY Cortland.

PWR 393: Technical Writing, SUNY Cortland.

PWR 324: Grant Writing, SUNY Cortland.

PWR 210: Writing in the Digital Age, SUNY Cortland.

PWR 295: Introduction to Professional Writing, SUNY Cortland.

SERVICE

POSITIONS HELD

Co-Chair, *AI in Technical Communication 2026* symposium. Online.

Director, *Society for Technical Communication Board of Directors*, 2024-2025.

Mentor, *National Science Foundation Innovation Corps (I-Corps) local site,* ECU. Fall, 2021, Spring, 2022.

Treasurer, *Society for Technical Communication-Carolina Chapter*, 2020-2022, Greater Raleigh, NC area (Research Triangle).

Mentor, *Society for Technical Communication-Carolina Chapter*, 2016-2022, Greater Raleigh, NC area (Research Triangle).

Adobe Faculty Leader for Thomas Harriot College of Arts and Sciences, Fall 2020, ECU.

Membership Chair, *Society for Technical Communication-Carolina Chapter*, 2019-2020, Greater Raleigh, NC area (Research Triangle).

Immediate Past President, *Society for Technical Communication-Carolina Chapter*, 2019-2020, Greater Raleigh, NC area (Research Triangle).

President, *Society for Technical Communication-Carolina Chapter*, 2017-2019, Greater Raleigh, NC area (Research Triangle).

UX Resume Reviewer, *Society for Technical Communication-Carolina Chapter Career Day*, Raleigh, NC, 2016.

Director of Student Memberships, *Triangle User Experience Professionals Association (TriUXPA)*, 2015-2016, Greater Raleigh, NC area (Research Triangle).

Co-Organizer with Henze, B. *Society for Technical Communication-Carolina Chapter/ECU Roundtable*, 2015, Raleigh, NC.

Book Review Editor, *Communication Design Quarterly*, 2013-2015.

UX Pilot Project Manager, UX Task Force, *ECU Libraries*, 2013-2014 AY, ECU.

Communications Manager, Association for Computing Machinery's Special Interest Group on Design of Communication (ACM SIGDOC), 2013.

Graduate Student Competition Chair, *31st ACM International Conference on Design of Communication*, 2013.

Webmaster, Professional Writing Program Website, 2012-2013, SUNY Cortland.

COMMITTEE MEMBERSHIPS

Member, AI Working Group, IEEE Professional Communication Society, 2025-Present.

Member, Curriculum Committee, Mercer University School of Engineering, Mercer University, 2024-Present.

Board Liaison, Membership and Marketing Committee, *Society for Technical Communication*, 2024-2025.

Chair, Website Committee, *Society for Technical Communication*, 2023-2025.

Member, Scholarship Committee, *Society for Technical Communication*, 2019-2025.

Member, Frank R. Smith Outstanding Journal Award Selection Committee, *Society for Technical Communication*, 2023-2024 AY.

Member, Mercer University School of Engineering Research Group, Mercer University, 2022-2024.

Member, Academic Standards Committee, Mercer University School of Engineering, Mercer University, 2022-2024.

Member, Website Committee, *Society for Technical Communication*, 2022-2023 AY.

Member, Macon Code (a Code for America brigade), 2023, Macon, GA

Member, Jay R. Gould Teaching Award Committee, *Society for Technical Communication*, 2022-2023 AY.

Chair, Full-Time Faculty Assessment Subcommittee, Personnel Committee, English Department, Spring 2021, Spring 2022, ECU.

Member, Education Committee, *Society for Technical Communication*, 2020-2022.

Member, Undergraduate Curriculum Committee, 2020-2022, ECU.

Member, Personnel Committee, English Department, 2018-2022, ECU.

Member, University Service-Learning Award Selection Committee, Fall 2021, ECU.

Chair, Asset Mapping Task Force, English Department, 2020-2021 AY, Fall 2021, ECU.

Personnel Committee Representative, Full-Time Faculty Search Committee, English Department, Summer 2020, ECU.

Chair, Education Advisory Panel, *Society for Technical Communication*, 2019-2020.

Member, Undergraduate Committee, English Department, 2013-2020, ECU.

Member, Editorial Committee, *Rhetoric, Professional Communication, and Globalization*, 2014-2018, 2021-Present.

Member, Graduate Committee, English Department, 2020-2022, ECU.

Member, Distance Education and Learning Technology Committee, 2018-2019 AY, ECU.

Member, B.A. Working Group (charged with reviewing and assessing B.A. in English). 2017-2018, ECU.

Vice Chair, Distance Education and Learning Technology Committee, 2017-2018 AY, ECU.

Mentoring Committee Chair, *Society for Technical Communication-Carolina Chapter*, 2016-2018, Greater Raleigh, NC area (Research Triangle).

Member, Service-Learning Fellows Retreat Planning Committee, *Center for Leadership and Civic Engagement*, 2014-2018, ECU.

Chair, Distance Education and Learning Technology Committee, 2016-2017 AY, ECU.

Member, Community / Government Relations Committee, *Community Crossroads Center*, 2016-2017, Greenville, NC.

Member, Assistant Director Search Committee, *Center for Leadership and Civic Engagement*, 2015-16 AY, ECU.

Member, Grant Planning Subcommittee, *Digital Innovation and Scholarship in Social Sciences and Humanities (DISSH)*, 2014-2015 AY, ECU.

Member, Social Justice Education Seminar Planning Committee, *Center for Leadership and Civic Engagement*, 2013-2014 AY, ECU.

Member, Program Committee, *ACM International Conference on Design of Communication*, 2013.

REVIEWER

Grant Reviewer, Career AI, *National Science Foundation,* 2026

Reviewer, *Computers and Composition,* 2021-Present.

Reviewer, *IEEE International Professional Communication Conference (ProComm),* 2016, 2020-Present.

Reviewer, *SUNY Press Book Series: Studies in Technical Communication*, 2020-Present.

Reviewer, *IEEE Transactions on Professional Communication*, 2014-Present.

Reviewer, *Technical Communication*, 2016-2025.

Reviewer, *Rhetoric, Professional Communication, and Globalization*, 2014-2018, 2021-2025.

Resume Reviewer, *STC Summit Resume Clinic*, Atlanta, GA, 2023.

Mentor, Breaking into the UX field: A student perspective. *Bear Day* (student research fair), Mercer University, 2023.

Judge, Technical Communication Program Design Sprint to Produce a New Logo, Mercer University, 2023.

Reviewer, *Journal of Business and Technical Communication*, 2021, 2022-2023.

Reviewer, *ACM International Conference on Design of Communication*, 2013, 2017-2019, 2021-2022.

Screener, Applewhite Poetry Competition, *North Carolina Literary Review,* 2017-2022.

Screener, Doris Betts Fiction Prize, *North Carolina Literary Review*, 2021.

Judge, Student Research Competition, *ACM International Conference on Design of Communication,* 2021.

Reviewer, *Council for Programs in Technical and Scientific Communication,* 2014, 2019, 2021.

Reviewer, *Advances in Service-Learning Research Series with IAP*, 2020.

Reviewer, *WAC Clearinghouse and University of Colorado Press Book Series: Foundations and Innovations in Technical and Professional Communication,* 2020.

Reviewer, *Wiley-IEEE PCS Book Series*, 2019.

Reviewer, *Communication Design Quarterly*, 2016-2019.

Reviewer, *International Journal of Sociotechnology and Knowledge Development*, 2016-2019.

Reviewer, *Technical Communication Quarterly*, 2014-2018.

Reviewer, *Reflections*, 2015-2017.

Reviewer, *Programmatic Perspectives*, 2015-2017.

Reviewer, *Association of Teachers of Technical Writing Conference*, 2013-2015.

Research and Creative Activity Week Contest Judge, ECU, 2015.

Reviewer, *connexions international professional communication journal*, 2015.

Reviewer, *Symposium on Communicating Complex Information,* 2014.

Reviewer, *Journal of Technical Writing and Communication*, 2014.

Stage 1 Reviewer, *Conference on College Composition and Communication*, 2011-2013.

Stage 1 Reviewer, *International Association for Research on Service-Learning and Community Engagement 12th Annual Research Conference*, 2012.

COMMUNITY SERVICE

Development of service-learning partnerships for TCO 341 with Bike Walk Macon and the Macon-Bibb County Pedestrian Safety Review Board, 2023-Present, Macon, GA.

Development of service-learning partnerships for ENGL 3880 with Pitt County Arts Council, the Pitt County Chapter of the American Red Cross, the Association of Mexicans in North Carolina (AMEXCAN), and several other organizations 2013-2022, Greenville, NC.

Development of service-learning partnerships for PWR 210, PWR 393, and PWR 410 with iFixit, Museum of the Earth, Seven Valleys Writing Project, and several other organizations, 2011-2013, Cortland, NY.

PROFESSIONAL AFFILIATIONS

IEEE Professional Communication Society
User Experience Professionals Association

TECHNOLOGY AND DESIGN SKILLS

UX:	Contextual Inquiry, Field Studies, Persona Development, Card Sorting, Usability Reviews, Usability Testing, Information Architecture, Interaction Design, Business Process Modeling, Rapid Prototyping
UX Toolkit:	OmniGraffle, Sketch, Google Forms (for surveys), Optimal Workshop, UXPin, Figma, Miro, Zoom, UserTesting
Content Strategy:	Strategy Development, Audience Analysis, Content Management, Content Auditing, Content Marketing, Copy Writing, Copy Editing, Keyword Research, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Conversion Optimization
Content Toolkit:	Advanced Word (styles, template development, etc.), Adobe Acrobat Pro, oManual, Dozuki, InDesign, Camtasia, Google Analytics, Google Ads, Hootsuite, Moz, CrazyEgg
AI:	AI literacy and ethical awareness, Usage of generative AI systems and tools (text, image, video, code generation), Prompt engineering for content generation and revision, ChatGPT, Claude, Gemini, Copilot (LLM platforms), Midjourney, DALL·E, Runway ML (image/video generation), Grammarly, Wordtune, Jasper (AI content assistants), AI transcription tools (Otter.ai, Whisper), Custom GPTs and Retrieval-Augmented Generation (RAG) environments
Web Design:	HTML 5, CSS 3, WordPress, Drupal, Joomla!
Project Management:	Lean, Agile, Trello, Basecamp, Google Drive, Slack