Jonathan Bloom, Ph. D.

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PROFESSIONAL EXPERIENCE

2006-Present
Senior Interaction Designer
SpeechCycle
New York, NY

- Designing, developing and analyzing performance of telephone-based troubleshooting applications. Clients include Charter Communications, Time Warner Cable, Cablevision, Cox Communications, Bresnan Communications, and Mediacom.

- Designing multimodal smart phone-based applications (SmartCare Mobile) for aforementioned customers.

- Heading up a cross-disciplinary team in the creation of SpeechCycle's innovative "Contender" project.

- Developing applications using Visual Knowledge Publisher (SpeechCycle's development tool) and Cisco Voice Platform (Audium).

- Analyzing application performance using SpeechCycle's data mining tool, Call Explorer.

2009-Present
Board of Directors
The Association for Voice Interaction Designers (AVIxD)

Fall 2006 and Fall 2007
Course Instructor, _Language and Thought_, Graduate Faculty
New School for Social Research
New York, NY

2001 - 2006
Design Lead / Voice User Interface and Usability Engineer
Scansoft/SpeechWorks/Nuance
New York, NY

- Designed voice user interfaces for phone-based speech applications. Clients included Microsoft, Verizon, AT&T, Amtrak, Radio Shack, The Hartford, BellSouth, the City of Tallahassee, Baltimore Gas and Electric, Mercedes Benz,

and Westchester County. Responsibilities included the design of SpeechWorks' very first SpeakFreely interface.

- Designed multimodal user interfaces for Motorola and the Ford Motor Company.

- Conducted usability tests and identified design considerations.

- Analyzed application performance using Nuance's data mining tool, OpenSpeech Insight.

1999 - 2001
Usability Engineer
Dragon Systems
Newton, MA

- Usability lead for Naturally Speaking 4.0, 5.0, and handheld projects.

- Established a user interface design process for the company.

- Conducted iterative usability testing throughout product lifecycle.

1993 - 1999
Laboratory Assistant, Psycholinguistics, New School for Social Research

- Wizard of Oz study design

- Experience analyzing data in SPSS (ANOVA, correlation, MANOVA, CHI-square)

1998
Paid Intern, Usability Engineer
Symantec Corporation
Melville, NY

- Usability assistant for PCAnywhere 9.0

- Conducted iterative usability testing throughout product lifecycle

1998
Course Instructor, *Psychology in the Computer Age*, Graduate Faculty
New School for Social Research
New York, NY

1993 - 1999
Graduate coursework in Psycholinguistics, Cognitive Psychology, PROLOG programming, Research Methods, Statistics.

1997
Teaching Assistant, *Psychology of Music*, Graduate Faculty, New School for Social Research, New York, NY

EDUCATION

1999   Ph. D., New School for Social Research, New York, NY
            Dissertation topic: Linguistic evidence of uncertainty during computer-
                administered survey interviews. Qualifying topics: linguistic hedging,
                conversational user interfaces, speech disfluencies.

1995   M.A. Psychology, New School for Social Research, New York, NY

1991   B.A. Psychology, University of Vermont, Burlington, VT

PUBLICATIONS

Suendermann D., Liscombe J., Bloom J., Li G., Pieraccini R. (2011). Deploying
    Contender: Early Lessons in Data, Measurement, and Testing of Multiple Call Flow
    Decisions. In *Proceedings of HCI*. Washington, DC.

Bloom, J. (2008). The speech IVR as a survey interviewing methodology. In F.G.
    Conrad & M.F. Schober (Eds.), In *Envisioning the Survey Interview of the Future*.
    Indianapolis, John Wiley & Sons, Inc.

Acomb, K., Bloom, J.E., Dayanidhi, K., Hunter, P., Krogh, P., Levin, E., Pieraccini, R.
    (2007). Technical support dialog systems: issues, problems, and solutions. In
    *Proceeding of HLT 2007 Workshop on Bridging the Gap, Academic and Industrial
    Research in Dialog Technology*. Rochester, NY.

Schober, M.F., & Bloom, J.E. (2004). Discourse Cues That Respondents Have
    Misunderstood Survey Questions. *Discourse Processes, 38*, 287-308.

Pieraccini, R., Dayanidhi K., Bloom, J., Dahan, J.G., Phillips, M., Goodman B.R.,
    Prasad, K.V. (2004). Multimodal Conversational Systems for Automobiles.
    Communications of the ACM, January,2004, 47(1).

Bortfeld, H., Leon, S.D., Bloom, J.E., Schober, M.F. & Brennan, S.E. (2001).
    Disfluency rates in conversation: Effects of age, relationship, topic, role, and
    gender. *Language and Speech, 44,* 123-149.

Schober, M.F., Conrad, F.G., & Bloom, J.E. (2000). Clarifying word meanings in
    computer-administered survey interviews. In L.R. Gleitman & A.K. Joshi (Eds.),
    Proceedings of the 22nd Annual Conference of the Cognitive Science Society (pp.
    447-452). Mahwah, NJ: Lawrence Erlbaum Associates.

Bloom, J.E., & Schober, M.F. (2000). Respondent cues that survey questions are in
    danger of being misunderstood. In *Proceedings of the American Statistical
    Association, Section on Survey Research Methods, 1999.* Alexandria, VA:
    American Statistical Association.

Bloom, J.E., & Schober, M.F. (1998). Testing Clark's models in computer-
    administered survey interviews. In A. Giboin (ed.), *Working notes of the COOP
    '98 workshop on the use of Herbert H. Clark's models of language use for the
    design of cooperative systems.*

PRESENTATIONS AND PROCEEDINGS

Suendermann D., Liscombe J., Bloom J., Li G., Pieraccini R. (2011). *Large-Scale Experiments on Data-Driven Design of Commercial Spoken Dialog Systems*. Paper presented at the 12th Annual Conference of the International Speech Communication Association. Florence, Italy.

Suendermann, D., Liscombe, J., Pieraccini, R., Bloom, J. (2010). *Contender*. Poster presented at the 2010 IEEE Workshop on Spoken Language Technology, Berkeley, CA.

Bloom, J. (2005). *Spoken Dialog Systems.* Presented at "Envisioning the Survey Interview of the Future" Workshop, University of Michigan, Ann Arbor, Michigan.

Bloom, J. (2004). *The Wheat and Chaff of Speech Recognition.* Presented at the March meeting of the New York City Chapter of the Usability Professionals' Association, New York, New York.

Pieraccini, R., Dayanidhi K., Bloom, J., Dahan, J.G., Phillips, M., Goodman B.R., & Prasad, K.V. (2003) *A Multimodal Conversational Interface for a Concept Vehicle*. Presented in September at Eurospeech 2003, Geneva, Switzerland.

Pieraccini, R., Carpenter, B., Woudenberg, E., Caskey, S., Springer, S., Bloom, J., & Phillips, M. (2002). *Multi-modal Spoken Dialog with Wireless Devices.* Paper presented at the International Speech Communication Association Tutorial and Research Workshop, Kloster Irsee, Germany.

Bloom, J.E. (2001). *Of Mice and Mouths: Usability Issues When Combining Speech and Graphic User Interfaces.* Paper presented at the 2001 Conference of the Usability Professionals' Association, Las Vegas, NV.

Schober, M.F., & Bloom, J.E. (2000). *Cues that respondents have misunderstood survey questions*. Paper presented at panel "Interactional Aspects of Research Interviews," 5th International Conference on Social Science Methodology, Cologne, Germany.

Bloom, J.E., & Schober, M.F. (1999). *Respondent cues that survey questions are in danger of being misunderstood.* Paper presented at the 54th annual conference of the American Association for Public Opinion Research, St. Petersburg, FL.

Bloom, J.E., & Schober, M.F. (1999). *Cues of survey respondents' uncertainty and inaccuracy*. Paper presented at the 10th Annual Winter Conference on Discourse, Text & Cognition, Jackson Hole, WY.

Bortfeld, H., Leon, S.D., Bloom, J.E., Schober, M.F., & Brennan, S.E. (1999). *Which speakers are most disfluent in conversation, and when?* Paper presented at the 14th International Congress of Phonetic Sciences, Satellite Meeting on Disfluency in Spontaneous Speech, Berkeley, CA.

Schober, M.F., Conrad, F.G., & Bloom, J.E. (1999). *A collaborative approach to computer-administered surveys*. Paper presented at the 9th Annual Meeting of the Society for Text and Discourse, Vancouver, BC.

Schober, M.F., Conrad, F.G., & Bloom, J.E. (1999). *Enhancing collaboration in computer-administered survey interviews*. Paper presented at the American Association for Artificial Intelligence Fall Symposium Psychological models of communication in collaborative systems, Cape Cod, MA.

Bloom, J.E., & Schober, M.F. (1998). *Testing Clark's models in computer-administered survey interviews*. Paper presented at the Third International Conference on the Design of Cooperative Systems, Workshop on the use of Herbert H. Clark's models of language use for the design of cooperate systems, Cannes, France.

Bloom, J.E., & Schober, M.F. (1996). *Spatial perspective-taking with actual and imaginary addressees.* Poster presented at the 37th Annual Meeting of the Psychonomics Society, Chicago, IL.

Schober, M.F., & Bloom, J.E. (1995). *The relative ease of producing egocentric, addressee-centered, and object-centered spatial descriptions.* Poster presented at the 36th Annual Meeting of the Psychonomics Society, Los Angeles, CA.

HOBBIES

Karate. Creative writing. Stand-up comedy. Camping.