MICHIGAN STATE
U N I V E R S I T Y

MSU Usability and Accessibility Center names
Michael S. Elledge as Associate Director

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EAST LANSING, Mich. – Michael S. Elledge has been promoted to Associate Director of the MSU Usability & Accessibility Center, where he has served as assistant director since 2006.

In his new capacity, Elledge will expand client contact and business development, as well as continue project management, usability testing and facilitation.

The MSU Usability & Accessibility Center provides leadership in evaluating new interface technologies to ensure that they are useful, usable, accessible, and appealing to a broad audience. Dr. Sarah Swierenga serves as the director and, along with Elledge and a team of professionals and students, conducts research and provides consulting and training services in the fields of usability and accessibility.

"Mike provides a wealth of marketing, consumer research, and human computer interaction experience for our clients. He understands the importance of usability testing and accessibility evaluation for product development. His promotion to Associate Director reflects his ability to articulate our capabilities at the Usability & Accessibility Center and match them to the needs of our clients in the business, government and non-profit sectors," Swierenga said.

Prior to joining Michigan State University, Elledge worked in consumer product marketing and advertising for such well-known companies as Quaker Oats, Borden, Vlasic, Campbell-Ewald, Wells Rich Green, D'arcy Masius Benton and Bowles, and the Henry Ford Health System. He was a usability and accessibility specialist for the University of Michigan, and has been active in the Sakai and Fluid community source learning management system projects for accessibility issues.

"Having an effective web presence and user-friendly software is essential to being successful in today's competitive marketplace. At the UAC, we

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work hard to provide high quality research and evaluation services for entrepreneurs, business leaders, and community leaders so they can be confident their technology is working well for all their audiences. The UAC is committed to expanding its services to an even broader list of clients," Elledge said.

For more information, visit usability.msu.edu.

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