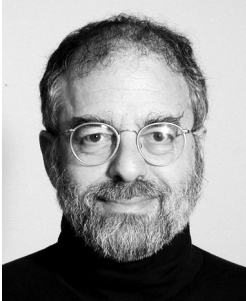


**Aaron Marcus**

President (and Principal Designer/Analyst), Aaron Marcus and Associates, Inc.,  
Berkeley California, USA



Aaron Marcus, born in Omaha, Nebraska, USA, in 1943, has worked in the East and West Coasts USA, Hawaii USA, Israel, and Germany. He also has traveled/lectured/tutored in Europe, the Middle East, Southeast Asia, Africa, and South America. He is fluent in English, German, and Hebrew, and was once fluent in Latin and Fortran.

He received a BA in physics from Princeton (1965) and a BFA and MFA in graphic design from Yale Art School (1968). He is an internationally recognized authority on designing user interfaces, information visualization, and cross-cultural user-experiences for desktop software, Websites and Web-applications, mobile devices, and vehicle systems. He co-authored Human Factors and Typography for More Readable Programs (1990) and The Cross-GUI Handbook for Multiplatform User Interface Design (1994), and he authored Graphic Design for Electronic Documents and User Interfaces (1992), all published by Addison-Wesley. He has published approximately 250 articles and chapters in approximately seven books, including three handbooks of human-computer interaction and localization/globalization of products/services. He taught in universities (Princeton, Yale, Hebrew University of Jerusalem, and the University of California at Berkeley for a decade.

Mr. Marcus was the world's first professional graphic designer to work in computer graphics (1967), to program a desktop publishing system (for the AT&T Picturephone, 1969-71), to design virtual realities (1971-73), to establish a computer-based graphic design firm (1982), to be awarded a US DoD DARPA grant (1982), and to receive the NCGA Industry Achievement Award for his contributions to computer graphics (1992). In 2000 ICOGRADA named him as a Master Graphic Designer of the Twentieth Century. In 2007, the American Institute of Graphic Arts (AIGA) named him a Fellow. As President of Aaron Marcus and Associates, Inc., Berkeley, CA, he and his Associates work with global companies and start-ups world-wide as planners, consultants, designers, and analysts of products and services that are usable, useful, and appealing. Their objective is to help people make smarter decisions faster.

Mr. Marcus programmed/designed his first user interface in 1969 and wrote his first user interface design guidelines document in 1981. In the last 15 years, he and his staff have designed or helped to design at least 300 user interfaces for productivity tools, multimedia/computer-based training applications, the Web, and mobile devices.

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**Cross-Cultural User-Experience Design and Information Visualization**

Abstract:

User-experience design is at the top of concerns for Internet-based product/service user-interface development, especially for global deployment of products and services requiring information display and decision-making. How do culture differences affect that experience? How do the similarities and differences affect emotions, trust, persuasion, intelligence, and even cognition. These questions cut across all design disciplines, all platforms (e.g., Web, client-server PCs, mobile, appliances), applications (e.g., productivity, entertainment, commerce), user

communities (e.g., professional, consumer), and markets (e.g., office, home, industrial), and all content themes (e.g., video/music media, information bases, games, etc.). Mr. Marcus surveys the issues of cross-cultural communication, introduces culture dimensions, and discusses issues, with examples, that are challenging analysts and designers worldwide. All developers are seeking to embrace this additional set of concerns that impact usability, usefulness, and appeal. Mr. Marcus helps show the way to improved user experience. He has presented this lecture worldwide: as an invited plenary lecturer at CHI-South Africa 2005 and at UPA 2005 in Montreal, Canada; as well as a lecturer in universities, businesses, and conferences in Austria, China, Germany, Israel, Japan, New Zealand, Russia, Ukraine, and Taiwan.