ROBERT HUBAL

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DESCRIPTORS
computational social scientist | applied data scientist | learning research analyst | educational technologist

OVERVIEW
- focus on intelligently leveraging technology using novel methods to enhance training, assessment, or application of knowledge and skills
- oversee design, development, testing, and delivery of cutting-edge applications that address challenging real-world needs to ensure their reliability, engagement, and usability

APPROACH IN BRIEF
- advise clients on technology strategies
- stay informed about emerging tech trends
- develop innovative, user-centered applications
- manage research from design to presentation
- mentor diverse and interdisciplinary teams

EDUCATION

1992-1996	Duke University, Durham, NC	PhD, Cognitive Psychology
1990-1992	North Carolina State University, Raleigh, NC	MS, Computer Science
1983-1987	Mass. Institute of Technology, Cambridge, MA	SB, Computer Science & Engr.

EXPERIENCE

2020-date | Intelligent Assessment, LLC, Raleigh, NC | Founder & Principal
- using smart mixes of technology and technique to help customers tackle hard problems
- see hubalconsulting.com

2021-2025 | Renaissance Computing Inst., Chapel Hill, NC | Senior Research Analyst
- led user experience design and testing for large, multi-institutional projects
- led use of AI and machine learning techniques to support data lifecycle processes

2016-2022 | Eshelman School of Pharmacy, Chapel Hill, NC | Research Associate Professor
- led implementation of a comprehensive virtual patient simulation for healthcare training
- led studies to employ AI and machine learning techniques to support educational needs

2012-2016 | Soar Technology, Ann Arbor, MI | Lead Scientist
- led conceptualization and implementation of applications to portray patterns of life
- led studies address decision-making and perception of cues for interpersonal skills involving perspective-taking, emotion and self-regulation, and tact/tactical balance

1996-2012 | RTI International, Research Triangle Park, NC | Senior Research Psychologist
- led integration of behavioral models and natural language into virtual human simulations
- led studies to assess user personas and experiences with developed applications
- led studies to assess cost-effectiveness of smart mixes of technologies to meet training and assessment demands

1987-1990 | Andersen Consulting, New York, NY | Senior Technical Consultant

AREAS OF EXPERTISE
technology assisted learning | intelligent virtual humans | healthcare simulation | visual analytics, emotion, and representation | leadership and change

SCHOLARLY OUTPUT
over 100 publications in professional journals and in conference proceedings
see bit.ly/hubal-CV and bit.ly/hubal-biblio

TEACHING EXPERIENCE

2022 Spr	University of North Carolina, Chapel Hill, NC	Data Science in Pharmacy
2017-2023	University of North Carolina, Chapel Hill, NC	Res. and Scholarship in Pharm.
2017 Spr	North Carolina State University, Raleigh, NC	Human-Computer Interaction
2000 Fall	Duke University, Durham, NC	Introduction to Cognitive Psy.
1990 Win	Andersen Ctr, for Prof. Education, St. Charles, IL	DEC VAX School

REFERENCES
available on demand