

Joseph Mercado

13440 Bristlecone Circle
Orlando, Florida 32828
(914) 316-2103
jmercado85@gmail.com

EDUCATION

University of Central Florida – Orlando, FL August 2011-Present
Modeling & Simulation (Human Systems Track) PhD

- Advisor: Peter Hancock, Ph.D.

Mercy College, School of Social and Behavioral Sciences - Dobbs Ferry, NY February, 2010
Master of Science in *Psychology*

- Advisor: Lisa Ecklund-Flores, Ph.D.

Mercy College, School of Social and Behavioral Sciences- Dobbs Ferry, NY May, 2007
Bachelor of Arts in *Psychology*

WORK EXPERIENCE

Research Consortium Fellowship Program – United States Army Research Institute, Orlando, FL
Research Fellow, (August 2011 – Present)

Minds in Technology/Machines in Thought Laboratory – University of Central Florida, Orlando, FL
Graduate Student, (August 2011 – Present)

Behavioral Sciences & Leadership Department - United States Military Academy, West Point, NY
Research Psychologist (Contractor), (September 2010 – August 2011)

United States Military Academy – West Point, NY
Guest Lecturer, (November 2010)

- Usability testing measures
-

GRANTS AWARDED

US Army / Faculty Development and Research Fund

- Finding the Red Line of Mental Workload; Can Eye Movement Predict the Red Line of Mental Workload? (1k)
October, 2010

Army Research Office

- Cross-Modal Sensory Cueing (6k)

March, 2011

HONORS & AWARDS

- Mercy College Dean's List
 - Mercy College's Summa Cum Laude distinction
 - East Coast Conference All-Academic Team (2006)
 - Mercy College Academic Scholarship (2007)
-

JOURNAL PUBLICATIONS

- Hancock, P.A., Mercado, J.E., Merlo, J. (2012). Cross-Modal Sensory Cueing as Augmentations to Visual Search in a Target Detection Task. *Forthcoming*.
-

CONFERENCE PUBLICATIONS

- Mercado J.E., (2012). M-Learning: Implications for Effective use of Mobile Devices in Higher Education. Proceedings of the 120th Annual American Psychological Association Convention, *Pending*.

PRESENTATIONS

- Mercado J.E., (2011). A Usability Evaluation of Impulse. Presentation delivered at Intelligence-Operations Usability Workshop, West Point, NY.

REFERRED JOURNAL REVIEWING

- Reviewer
 - Army Research Institute Technical Reports
 - United States Military Academy Technical Reports
- Consulting Reviewer
 - The Journal of the Human Factors and Ergonomics Society
 - Military Psychology

ORGANIZATIONS

- Human Factors and Ergonomics Society
- American Psychological Association Division 21