

ALON FRIEDMAN, Ph.D.

EDUCATION:

- 2002 – 2007 **The Long Island University, Palmer School** Brookville, Long Island
Ph.D. in field of knowledge organization with special attention to statistics analysis and visualization creation under Dr. R. Smiraglia.
Dissertation title: *Concept map as sign; concept mapping in knowledge organization through a semiotics lens.*
- 1994-1993 **The University of Florida** Gainesville, FL
College of Journalism. Special attention to new media and statistics
Master of Science in Mass Media and New Media.
- 1993-1990 **The University of Florida** Gainesville, FL
College of Journalism
Bachelor of Advertising Science

ACADEMIC EXPERIENCE:

- 2013 – present **The University of South Florida, School of Information**
Assistant professor
- 2011 – 2013 **St. John's University, College of Professional Studies, Computer Science, Mathematics and Science Department**
Adjunct Professor
Introduction to Calculus and Statistics;. Subjects included: Introduction to Functions, Limits, Continuity and Logarithmic functions and Probability theory. Taught undergraduate students
- 2005 – 2013 **The Long Island University, School of Business, Brooklyn Campus**
Adjunct Lecturer
Introduction to Statistics and Advanced Statistics, Introduction to Management Science, and Management Information Systems. Taught both undergraduate and graduate students.
- 2011 – 2012 **The Laboratory Institute of Merchandising – LIM College**
Adjunct Professor
Introduction to Quantitative Methodologies. Subjects included: Quantitative analysis, advanced statistics modeling for merchandising analysis and data mining. Taught graduate students.
- 2007 – 2009 **The Seton Hall University, The Whitehead School of Diplomacy & International Relations**
Adjunct Professor
Introduction to Research Methods. Subjects included: Quantitative analysis, Advanced Statistics modeling, and Qualitative Analysis (Action research, Field Research, and Grounded theory). Taught graduate and PhD level students.
- 2008 – 2009 **University at Albany SUNY, College of Computing and Information**
Adjunct Professor
Introduction to Probability Theory and Statistics, Introduction to Information Retrieval and Introduction to Knowledge Organization. Taught undergraduate and graduate students.
- 2004 – 2007 **The Metropolitan College in New York, School of Business**
Adjunct Lecturer
Introduction to Management System Analysis, Introduction to e-commerce. Taught undergraduate students
- 2004 – 2005 **The CityTech at CUNY, Computer Science Department**
Adjunct Lecturer
Advanced Web Programming: Perl, CGI, JavaScript, and XML. Taught undergraduate students.
- 2003 – 2004 **Farmingdale State College, Computer Systems Department**

ALON FRIEDMAN, Ph.D.

Adjunct Lecturer

Introduction to Perl/CGI and XML Programming. Taught undergraduate students.

1997 – 1999 **The Center for Technological Education** Holon, Israel
Instructor
Introduction to Web Medium and Theories and Technologies. Taught undergraduate and graduate students

1993 – 1994 **The University of Florida, College of Journalism** Gainesville, Florida
Graduate Researcher
Designed online classification newspaper prototype. The project was to design a prototype for Sun.ONE, an online system that was the first commercial and educational online system for the local community and the students and faculty of the university. The project was sponsored by the New York Times Company.

PROFESSIONAL EXPERIENCE:

2010 - 2013 **VisualAlpha.Com** New York, NY
Data and Visualization/Infographics Analyst
VisualAlpha is a data insight research company that specializes in the transformation of market research data to customized visualization reports.

2009 **Smart Data Consulting** New York, NY
A start-up company: analyzing legal documents of government and corporate entities.

Statistical and Programmer Analyst
Helped develop statistical reports based on LexisNexis Law Pre-Discovery Software. The analysis involved metadata and record discovery from Client SQL Server.
2009 **CeuticalSoft** Hudson, NY
A start-up company: custom solutions for life science companies.

Senior Application Scientist
Helped develop life science software over web services (AWS).
Technologies: Excel, VBA, JavaScript, Web Services, Open Source and Windows Server 2008. Recommended to employ Agile methodologies to ensure rapid iterative software development. The company closed on 09/30/2009.

2001 **Imagine Inc.** Tel Aviv, Israel
A start-up company: customized technology solutions for corporations.

Web Architect and Head of GUI programming
Responsible for building live customer support call centers over the web and IP. In charge of the product design and programming on the Web supervising a staff of six programmers and designers. The company closed on 01/01/2002.

1999 – 2000 **eNvelopes.com Inc.** Ranana, Israel
A start-up company: advertising technology solutions for corporations.

Head of the Web and Design Department
Specialized in building email client and server. In charge of the company web client email application, the company's database and client's security side. The company closed 2/28/2000.

1999 – 2000 **iWeb Inc.** Ranana, Israel
A start-up company: email client and server for Internet users.

Team Leader and Database Developer
Created Java and JavaScript web pages to support and maintain the iNotes product. The company closed 10/28/2000.

1998 – 1999 **Zapa Digital Arts, Inc.** Tel Aviv, Israel
A start-up company: 3D animation for Internet users.

Head of GUI application programming
In charge of Zapa's front-end application development with ActiveX components.

1996-1998 **Haaretz Newspaper Online** Tel Aviv, Israel
Established the first Israeli online newspaper. Main responsibility was to analyze the online newspaper audience.
Programming languages: Perl/CGI, C++ and Unix

ALON FRIEDMAN, Ph.D.

PUBLICATIONS

i. JOURNALS:

- 2013 Friedman, A. and Smiraglia, R.P. "Nodes and Arcs: Concept Map, Semiotics, and Knowledge Organization" *Journal of Documentation*. Vol. 69 No. 1 pp. 27-48. Publisher Emerald Group. Jan. 2013.
- 2011 Friedman, A and Thellen, M. "Concept Theory and Semiotics in Knowledge Organization" *Journal of Documentation* Vol. 67 No.4 pp. 644-674. Emerald Group Publishing Limited.
- 2010 Friedman, A. "The use of concept maps in Knowledge Organization: an analysis of Conference papers." *Knowledge Organization Journal* Vol. 37 No.1, pp. 43-50. Publisher: Ergon-Verlag

ii. CONFERENCE PAPERS:

- 2014 Friedman, A. "Big data curriculum in the field of information science" ALISE Annual Conference, Philadelphia, PA.
- 2013 Friedman, A. "Visual analytics theory and practice: Lessons Learned from a Pioneering Course". Visual Learning conference: Emotion, Expression, Explanation, Budapest University of Technology and Economics. Budapest, Hungary
- 2011 Friedman, A. "Mark Lombardi's visualization discovery" 4th International conference ADS-VIS2011 Conference at University of Huddersfield, England 2008
- 2008 Friedman, A. "Concept Map as knowledge and communication tool" Presented at *Long Island Philosophical Society (LIPS)* 23, issue 1.
- 2008 Friedman, A. "Concept mapping in knowledge organization through a semiotics lens." 3rd International conference on Concept Mapping (CMC), Conference in Helsinki, Finland.
- 2008 Friedman, A. "Concept mapping through a semiotics lens." The 33rd Meeting of the Semiotics Society of America, Conference in Houston, TX.
- 2007 Friedman, A. "The perspective of the terms digital and electronic signature." *Connection Conference* No. 17 in Philadelphia PA
- 2007 Friedman, A. "The examination of validation and soundness in concept mapping in ISKO Conference Proceedings (2000 -2002)" Presented at *Long Island Philosophical Society (LIPS)* 17 issue 4.
- 2006 Friedman, A. "Concept Mapping as measurable sign," Presented at the Ninth International Society for Knowledge Organization (ISKO) Conference Vol. 10 in Vienna, Austria. pp. 131-140
- 2003 Friedman, A. "Austin and Instant messaging," Presented at Long Island Philosophical Society LIPS 16 issue 3.

iii. BOOK CHAPTERS

- 2012 Friedman, A. "Semiotics and Knowledge Organization", Chapter 7 in *Cultural Frames of Knowledge*. The International Society for Knowledge Organization (ISKO). Edited by R. Smiraglia and Hur-Li, L. Ergon Verlag Ltd., 2012.

iv. BOOK PROPOSAL

- 2013 Friedman, A. "The ABC of Statistics in the cloud, with special attention to visualization."

v. GRANT PROPOSAL

- 2013 Orau Foundation: Ralph E. Powe Junior Faculty Enhancement Awards
- 2013 USF Research Awards Program FITG
- 2012 NSF EA-5 Supported the Gunter Media Group on its grant application.

vi. PEER REVIEW

- 2012 Ad hoc Review, Knowledge Organization Journal
- 2012 Ad Hoc Review, Journal of the American Society for Information Science and Technology
- 2011 Ad Hoc Review, Knowledge Organization Journal

INSTITUTIONAL SERVICE:

Service to the Department: None

ALON FRIEDMAN, Ph.D.

Service to the Graduate Center: LIM College Academic Technology Committee

Service to the University: LIM College senior Juror duties

PROFESSIONAL AFFILIATIONS:

2013 - Present ASIS&T Association for Information Science and Technology
2011 – Present Direct Marketing Association – Education program
2008 – Present The Semiotics Society of America
2006 – Present The Institute for Human and Machine Cognition (IHMC)
2002 – Present The Knowledge Organization Association

CAMPUS ACTIVITIES:

2008 “Digital libraries panel”. Presented at University of Albany Student Chapter of ASIS&T
2005 “Web Animation Techniques,” Presented at Computer Science Club / Community, Long Island University/Brooklyn. LLC 206.

COMPUTER SKILLS:

Statistics and worksheets: R, SPSS, Excel, SAS, Quarto Pro, Lotus 1-2-3, Minitab, WINKS 4.65, Nielsen-Nitro, and Processing

Programming Languages: C++, VBScript, XML, HTML, DHTML, PHP, JavaScript, CGI, Cold Fusion ASP, JSP, VB Net, ADO Net and WML

Computer platforms: Windows 95/98/NT/2000/XP professional and server, Linux and Macintosh System 7 and above

Database: Oracle8, Sybase, MySQL, SQL Server and DB2

Metadata Schemes: ERIC, OPAC, Dublin Core and MARC

Data Models: UML, VEO, OMG and SysML

Servers: Linux, Windows IIS, Windows2000 & Professional, UNIX and Fasttrack server

Adobe tools: Illustrator, Photoshop, Image-Ready, Premiere and After Effects, Dreamweaver, Flash (Flash script), Director (Lingo script), Fireworks, Freehand and Generator

3D design tools: 3D's Max, and Ulead® COOL 3D™ Production Studio

Quality Assurance tools: Mercury Interactive Test Director

Design Model: Rational Rose and UML visual modeling

Web analysis software: WebTrends, Piwik and Google's Analytics