



Kimberly S. Baker

Adjunct Associate Professor, Humanities, Social Science, and Communication Department

Degree with Fields, Institution, and Date

- PhD., English, University of Wisconsin-Milwaukee, 2018
- MA, English, University of Wisconsin-Milwaukee, 2012
- BA, Communication, Marquette University, 2001

Years of Service on this Faculty: 2

Date of Original Appointment: September 2017

Other Teaching Experience

- University of Wisconsin-Milwaukee Department of English, 2012-2017
- University of Wisconsin-Milwaukee Lubar School of Business, 2014-2015

Industrial Experience

- Publishing Assistant, Families in Society, Alliance for Children and Families, Milwaukee, Wis., Feb. 2011 – Mar. 2012
- Project Manager, Advanced Marketing Insights, Oak Creek, Wis., Mar. 2010 – Dec. 2010
- Managing Editor
- Northbrook Publishing, New Berlin, Wis., Apr. 2007 – May 2009
- Associate Editor, Northbrook Publishing, New Berlin, Wis., Aug. 2005 – Apr. 2007
- Public Relations Specialist, Northbrook Publishing, New Berlin, Wis., Jul. 2001 – Aug. 2005

Service, Consulting & Advisory Groups

- Co-Manager, UW-Milwaukee College of Letters & Science Usability Testing Lab, March 2012-May 2017

- Advisory Group, UW-Milwaukee Digital Arts & Culture, Spring 2015-May 2017
- Internship Supervisor, UW-Milwaukee College of Letters & Science Usability Testing Lab, Spring 2015- May 2017
- Panel Judge, UW-Milwaukee Lubar School of Business MS in Management Program, April 2015
- Graduate Plan Representative, UW-Milwaukee Department of English Plan G/Professional Writing, 2014-2015
- Consultant, Major Robot, LLC., Ferndale, Michigan, 2014-present

Peer-Reviewed Publications

- Rice-Bailey, T. and Baker, K. “Introducing a Writing Coach into an MBA Course: Perspectives of Students and Coaches” *Journal of Technical Writing and Communication*
- Baker, K. “Immigrants, Foodways and Assimilation: The Settlement Cookbook’s Dual Audiences and Roles,” in *Women’s Ways of Making*, Rose, S. and Goggin, M. eds., *manuscript accepted*

Scientific and Professional Societies of Which a Member

- Milwaukee Turner Society, 2017-present
- Association for Business Communication (ABC), member 2016-present, volunteer, 2016 International Conference, Albuquerque, N.M.
- Coalition of Feminist Scholars in the History of Rhetoric and Composition (CFSHRC), member 2015-present
- Council for Programs in Technical and Scientific Communication (CPTSC), member, 2015-present
- National Council of Teachers of English (NCTE), member, 2014-present
- Association of Teachers of Technical Writing (ATTW), member, 2014-present
- UTEST (online community of usability researchers and practitioners), member, 2015-present
- mkeUX (Milwaukee user-experience practitioner group), member, 2014-present

Awards, Grants, and Scholarships

- "Facilitating Student Collaboration: Instructors Using Improvisation in the University Classroom" with Tammy Rice-Bailey, PhD (MSOE Summer and Protracted Leave Research Grant)
- Association for Business Communicators Graduate Student Travel Award, 2016
- University of Wisconsin-Milwaukee Graduate Student Travel Award, 2016
- Feminisms and Rhetorics Graduate Travel Award, 2015
- UW-Milwaukee Department of Professional Writing Travel Award, 2015
- UW-Milwaukee Chancellor's Graduate Student Award, 2014-2015
- James A Sappenfield Fellowship, 2013-2014
- UW-Milwaukee Chancellor's Graduate Student Award, 2012-2013

Presentations Given

- *"Constrained by Culture: How Well-Meaning Organizations Minimize User-Experience Research"* Louisiana Tech Usability Studies Symposium (LaTUSS), Sept. 2019, Shreveport, La.
- *"Usability Testing as Organizational Ethos Focused on Quality: Case Studies of Workplace Cultures"* Association of Business Communicators International Conference (ABC), Oct. 2016
- *"Boxed Cake Mix and a Fully Stocked Kitchen: Usability Research Projects Can Help Ease the Classroom-Workplace Transition"* Conference on College Composition and Communication (CCCC), Apr. 2016
- *"Immigrants, Foodways, and Assimilation: The Settlement Cookbook's Dual Audiences and Roles"* Feminisms and Rhetorics 2015 Conference – Women's Ways of Making, Oct. 2015
- *"Usability Research as Tool to Ease Transition from Classroom to Workplace"* Council of Programs in Technical and Scientific Communication Annual Meeting (CPTSC), Oct. 2015

- *“Audiences Invoked, Imagined & Ignored: The Readers and Roles of The Settlement Cookbook”* Marquette University-UW-Milwaukee Humanities Conference, Apr. 2016
- *“Rethinking Our Strategies for Retention: Multiple Means of Engagement in First-Year Composition”* with McCormick, L., Singl, L., Williams, C., UW-Milwaukee English Department Composition Forum, Apr. 2013
- *“Another Audience in the Classroom: Toward Greater Relevance for English 101”* UW-Milwaukee-Marquette University Composition Instructor Conference, Dec. 2012
- *“Usability Researchers Panel”* with Dugan, J., Sova, D., Sova, R., mkeUX (user experience professional organization), Sept. 2015
- *“Workplace Communication: Strategies and Best Practices”* Business Practicum course (Greg Smith, instructor), Mar. 2015
- *“Usability Testing: Overview and Case Studies”* with Ebert, J., Project Management course (Rachel Spilka, PhD, instructor), Professional Writing Graduate Program, UW-Milwaukee, Oct. 2014
- *“What Support Means to Students”* Graduate Student Remarks, UW-Milwaukee College of Letters & Science Awards Reception, Oct. 2013
- *“Usability Testing: Overview and Case Studies”* Research Methods course (Rachel Spilka, PhD, instructor), Professional Writing Graduate Program, UW-Milwaukee, Oct. 2012

Research in Progress

- *“Constrained by Culture: How Well-Meaning Organizations Minimize User-Experience Research”*
- *“Defining and Interpreting ‘Quality’ in User-Experience Organizations”*
- *“Kitchens and Classrooms: Girls Technical Education, From Cooking Classes and Domestic Science to Girls Technical and Trade High School in Milwaukee”*