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Innovation Drives Research Drives Innovation

Rob Tannen has joined Bresslergroup as Director of Research. Bresslergroup is an award winning product definition, design and development firm. Clients include Black & Decker, Becton Dickinson, Air Products, & Motorola. He focuses on optimizing the fit between people and technology.

/24-7PressRelease/ - PHILADELPHIA, PA, June 07, 2007 - Rob Tannen, PhD, IDSA has joined Bresslergroup as Director of Research. Bresslergroup is an award winning product definition, design and development firm. Headquartered in Philadelphia for more than 35 years, the firm has developed innovative new products for clients including Black and Decker, Becton Dickinson, Air Products, Motorola and others. "Creativity is fueled by constraints and conflicts identified through human factors, user needs and design research. Research has been the foundation for award winning innovation at Bresslergroup for 36 years," commented Peter Bressler, Principal, Bresslergroup.

Rob focuses on optimizing the fit between people and technology. He has over ten years experience in human factors and design research. He is excited about the opportunity to join the Bresslergroup team. "We're applying both traditional and emerging methods to inspire and validate product designs here at Bresslergroup - we're just as inventive and high-tech in research as we are in design and engineering," Rob said.

Rob's skills have helped organizations including Microsoft, the New York Stock Exchange, Research in Motion (Blackberry), Siemens, and the United States Air Force improve product and interface usability. Rob has gained national recognition for applying innovative technology to conduct effective research. For example, Tannen developed an in-car usability testing lab for evaluating a GPS navigation system, and has utilized eye tracking systems to investigate visual patterns in product use.

Rob is an active speaker, with numerous presentations, publications and podcasts for the Industrial Designers Society of America (IDSA), the Human Factors and Ergonomics Society, and the Usability Professionals' Association. He also serves as vice-chair of IDSA's Human Factors professional interest section. He created and authors the section's web log, <http://humanfactors.typepad.com>, communicating research methods and information to the design and business communities.

Rob can be reached at rtannen@bresslergroup.com

About Bresslergroup

Bresslergroup creates innovative new product solutions via integrated user research, product design and engineering services. For further information, please contact us at (215) 320-1418 or (215) 561-5100.