



Press Release Contact Information:

Michael Flanagan
Bresslergroup Inc.
Director of Marketing
2400 Market St. Ste. 1-2
Philadelphia, PA
USA, 19103
Voice: 215 209 3046
Fax: 215-561-5101
E-Mail: [Email us Here](mailto:info@bresslergroup.com)
Website: [Visit Our Website](http://www.bresslergroup.com)

Bresslergroup's Tannen Earns Ergonomics Certification

Bresslergroup, a new product development firm now provides clients with the highest level of human factors and ergonomics expertise. Rob Tannen, PhD, the firm's Director of Research is now a Certified Professional Ergonomist by the Board of Certification in Professional Ergonomics.

/24-7PressRelease/ - PHILADELPHIA, PA, July 24, 2008 - Bresslergroup, a new product development firm now provides clients with the highest level of human factors and ergonomics expertise. Rob Tannen, PhD, the firm's Director of Research is now a Certified Professional Ergonomist by the Board of Certification in Professional Ergonomics.

CPE credentialing requires a minimum of fifteen years full-time professional practice. It provides the highest level of professional recognition for expertise in product and interaction design. Leading companies such as Microsoft rely on CPE-credentialed researchers for ensuring their products are effective and usable, and even advertise and label products as guided by CPE design.

"We applaud Rob's efforts and know that his hard work will benefit Bresslergroup clients during the initial research and innovation phases as well as throughout the formal product development process," says Bresslergroup founder Peter Bressler, FIDSA.

Dr. Tannen's certification will assist in planning and executing user research to support product idea generation and existing product evaluation. His focus will be on defining relevant research questions and driving actionable design direction. Under Rob's guidance, Bresslergroup has implemented state-of-the art methods, tools and training capabilities in design research, human factors, interface design and usability.

Rob provides expertise and training in design research, human factors, user interface design and usability to support product/interface definition and refinement. He is creator and editor of DesigningforHumans (www.designingforhumans.com), IDSA's blog for design research and human factors. He earned a B.A. in cognitive science from Vassar College and M.A. and Ph.D. degrees in human factors/experimental psychology from the University of Cincinnati.

About Bresslergroup Inc.

Bresslergroup (www.bresslergroup.com) creates innovative new product solutions via integrated user research, product design and engineering services. For further information, please contact us at (215) 209 3046.