

# DANIEL GARTENBERG

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## EDUCATION

Ph.D. Student, Human Factors and Applied Cognition, George Mason University, Fairfax, Virginia, *anticipated 2013*  
M.A., Psychology – Human Factors and Applied Cognition, George Mason University, Fairfax, Virginia, 2011  
B.S., Psychology / English, University of Wisconsin, Madison, Wisconsin, 2009

## WORK EXPERIENCE

Research Assistant, Naval Research Laboratory, July 2009 - Present

- Conducted research with Dr. Greg Trafton
- Analyzed eye data from a supervisory control tasks and developed a predictive equation of the task
- Developed and ran a SAGAT test
- Developed a Memory For Goals Predictive Model of Supervisory Control Errors
- Manage undergraduate and masters students

Founder, Proactive Life, LLC., June 2009 - Present

- Developed an iPhone app called Proactive Sleep that tracks behaviors and provides personalized feedback
- Featured in the top 5 paid applications in Health and Fitness in March 2010
- Managed multiple programmers, a designer, and relationships with various partners
- <http://www.proactivesleep.com/PressReleases.php>
- Developed an app called Mind Metrics that includes vigilance and memory tasks
- Developed an app called Sleep Diary Alarm Clock for clinical use

Project Manager / Consultant for Rockwell Collins Inc., June 2012 – Sept 2012

- Obtained a \$65k contract to make iPhone apps over the summer

Head Programmer for a neurologist interested in making an app, April 2012 – May 2012

- Obtained a \$8k contract to make iPhone app

Project Manager for Recognition of Combat Vehicles (ROC-V) Applications, July 2011 – November 2011

- Supervised by Dr. Matthew Peterson - \$57k, US ARMY NVESD
- Managed a team that consisted of an iPhone programmer, an android programmer, and designers
- Identified clients needs and developed software that met requirements
- Delivered the product to the US Military, where it received great reviews

Research Assistant, Knowledge and Concepts Lab, January 2007 – 2009

- Conducted Research with Dr. Timothy Rogers
- Developed artificial neural networks to understand how concepts are structured in the mind

Research Assistant, Language, Cognition, and Neuroscience Lab, January 2007 –2009

- Conducted Research with Dr. Maryellen MacDonald
- Explored the roles of language productions and active learning on memory
- Ran participants in experiments

## HONORS / AWARDS

\$50 Exemplary work at the GMU interventions showcase, 2012

ACT-R summer school participant, 2010

\$10,000 Schoof's Prize for Creativity and Innovation Prize, UW- Engineering, 2009

\$1000 Schoof's for Creativity and Innovation Prize, UW –Engineering, 2008

\$1500 Travel Grant, UW–English, 2007

## PAPERS, CONFERENCES, AND PRESENTATIONS

Gartenberg, D., De Visser, E., & Strohl, J. (2012). Turning scientific concerns into strengths for quantified self experimentation. *Guest editorial for the Quantified Self.*

Gartenberg, D., McCurry, M., Breslow, L., & Trafton, T. (*submitted*). Identifying the process of situation awareness reacquisition. *Human Factors.*

- Trafton, T., Breslow, L., Gartenberg, G., & McCurry, M. (submitted). Dynamic Fan out: Predicting Real-time overloading of an operator supervising multiple UAVs. *IEEE*.
- Eisert, J., Gartenberg, D., Thornton, R., & Youmans, R. (2012). Optimal interface location and limits of gesture proficiency in an automobile. In *Proceedings of 56th annual meeting of the Human Factors and Ergonomics Society*.
- Gartenberg, D. I., Breslow, L., McCurry, J. M. Trafton, J. G. (2012). Time pressure, memory, and task knowledge facilitate the opportunism heuristic in dynamic tasks. In *Proceedings of 56th annual meeting of the Human Factors and Ergonomics Society*.
- Gartenberg, D., Pfannenstiel, D., Ghazanfari, P., & Yaktieen, A. (2012). Proactive Life: Building apps that improve health and decision making. *Behavioral and Health interventions Showcase*. Held by George Mason University.
- Gartenberg, D., Forest, G., & Therrien, M. (2012). A smartphone PVT application is successfully used to identify one's sleep schedule associated with better daytime alertness. *Associated Professional Sleep Societies*.
- Therrien, M., Hebert, M., Gartenberg, D., De Koninck, J., & Forest, G (2012). High correlation and predictive value between alertness measured by reaction time and physical performance. *Associated Professional Sleep Societies*.
- Gartenberg, D. McGarry, R., Phannenstiel, D., Cisler, D., Shaw, T., & Parasuraman, R. (2012). Development and evaluation of a neuroergonomic smart phone application to assess vigilance and arousal. *4th International Conference on Applied Human Factors and Ergonomics*.
- Gartenberg, D., & Thornton, R., Mortazavi, M., Pfannenstiel, D., Taylor, D., & Parasuraman, R. (2012). Collecting health-related data on the smart phone: mental models, cost of collection, and perceived benefit of feedback. *Pers Ubiquit Comput*, doi: 10.1007/s00779-012-0508-3.
- Gartenberg, D. & Pfannenstiel, D. (2011). Proactive Sleep: Reducing the costs of data collection and increasing the benefits of data access. 1st Annual Quantified Self Conference. San Francisco, CA: *Quantified Self*.
- Gartenberg, D. I., McCurry, J. M. Trafton, J. G. (2011). Situation Awareness Reacquisition in a Supervisory Control Task. In *Proceedings of 55th annual meeting of the Human Factors and Ergonomics Society*.
- Gartenberg, D. Cyclical Behavior Modification (2010). Patent Pending #12795283.
- Gartenberg, D. (November 2010). Sleep and Health on the Smart Phone: Applications towards Behavioral Treatment For Insomnia. *Sleep Review Magazine*.
- Gartenberg, D. & Parasuraman, R. (2010). Understanding Brain Arousal and Sleep Quality Using a Neuroergonomic Smart Phone Application. In Marek, T., Karwowski, W., & Rice, V. (Eds.), *Advances in Understanding Human Performance, 3rd International Conference on Applied Human Factors and Ergonomics* (pp. 210-220).
- Humane, A., Yenger, C., Wang, X. Y., Gartenberg, D., & Borah, P. (2006). "How the New York Times covered the 2004 Presidential Campaign: A Case of New York Times Coverage." *Association for Education in Journalism & Mass Communication*.

## PROFESSIONAL AFFILIATIONS

Organizer of the Quantified Self Washington DC Chapter, 2011 - present  
 Newsletter editor for the George Mason ARCH lab, 2011-present  
 Human Factors and Ergonomics Society, student member, 2009 - present  
 Computer Human Interaction Society, student member, 2009 - present

Reviewer for the Journal of *Sleep*  
Reviewer for the Human Factors and Ergonomics Society

#### TECHNICAL SKILLS

R, Objective C, HTML, PHP, ACT-R, LENS neural modeling, E-Prime experiment software, SPSS, Adobe Illustrator, Adobe Photoshop, Adobe In-Design, Balsamiq Mockups