



HFES

Systems That Work for **Humans**

PURDUE UNIVERSITY

MIDWEST REGIONAL MEETING

Join the Human Factors and Ergonomics Society (HFES) at Purdue University in West Lafayette, IN for a dynamic day of **presentations, discussions, and networking with experts, researchers, and industry professionals**. Part of HFES's nationwide Regional Meetings, our Midwest event runs concurrently with others across the U.S., expanding engagement and accessibility.

KEYNOTE SPEAKER



CORY KIMBALL
Manager of Behavior
Experience

Johnson & Johnson
MedTech



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ABSTRACT
SUBMISSION LINK



APRIL 11 8AM-6PM



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MEETING



INDUSTRY PANELISTS



Nohra Murad
Senior HF Engineer
Baxter International

Baxter



Rebecca Wiener, Ph.D.
Principal UX Researcher
Newell Brands

**newell
BRANDS**



Will Leidheiser
UX Researcher
GitLab



Donald Cox
Senior UX Researcher
Ping Identity

**Ping
Identity.**



Melina Garcia
Senior GenAI UX Researcher
West Monroe Consulting



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AGENDA

LOCATION: STEWART CENTER, ROOM 278

| TIME | MORNING EVENTS |
|----------|-------------------------|
| 7:30 AM | CHECK-IN |
| 8:00 AM | KEYNOTE |
| 8:40 AM | LECTURES |
| 9:40 AM | COFFEE BREAK |
| 10:00 AM | LIGHTNING TALKS |
| 11:00 AM | HFES NATIONAL: KEYNOTE |
| 12:30 PM | LUNCH |
| 2:00 PM | HFES NATIONAL: AI PANEL |

| TIME | AFTERNOON EVENTS |
|---------|---------------------|
| 3:00 PM | COFFEE BREAK |
| 3:15 PM | INDUSTRY PANEL |
| 4:00 PM | LAB TOURS |
| 5:00 PM | RECEPTION & POSTERS |

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ABSTRACT SUBMISSION LINK

\$15 voucher included!



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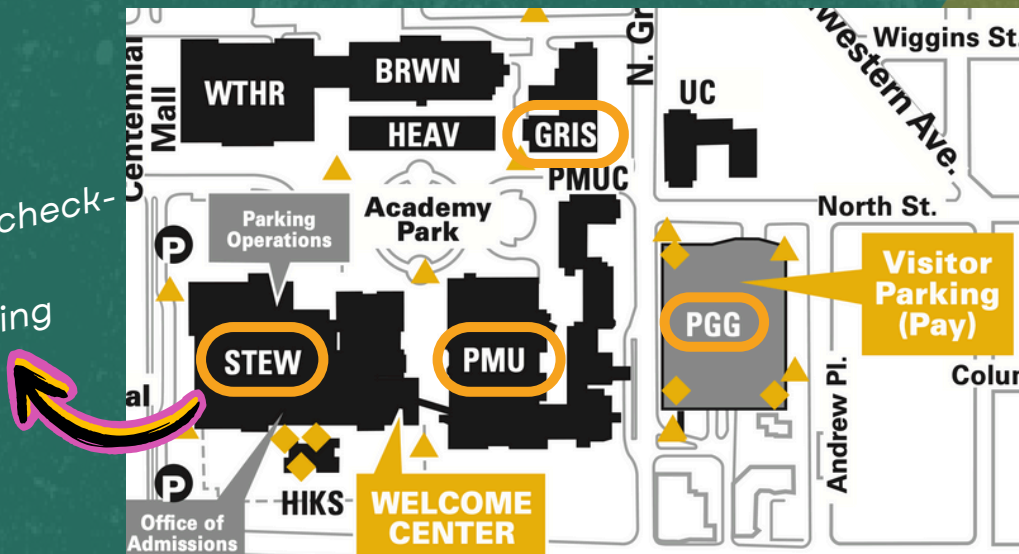
PURDUE UNIVERSITY

MIDWEST REGIONAL MEETING

MAP

PURDUE UNIVERSITY, WEST LAFAYETTE, IN

Location of check-in and main programming



- 1. STEW - Stewart Center, Room 278**
a. 128 Memorial Mall Drive
- 2. PMU - Purdue Memorial Union**
a. Lunch (\$15 voucher included)
- 3. PGG - Visitor Parking Garage (\$10/day)**
a. 120 N. Grant Street
- 4. GRIS - Grissom Hall**
a. Reception and Posters

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