**ANDREW H. MAXIM**
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## EDUCATION

**University of Florida,** Gainesville, FL                    *Aug 2020 - Present*
Doctor of Philosophy, Human Centered Computing        Cumulative GPA: 3.80/4.00
Department of Computer and Information Science and Engineering

**Iowa State University,** Ames, IA                    *Aug 2013 - Dec 2017*
Master of Engineering, Systems Engineering        Cumulative GPA: 3.77/4.00
Department of Industrial and Manufacturing Systems Engineering

**Excelsior College,** Albany, NY                    *Jan 2005 - Nov 2008*
Bachelor of Science, Management Information Systems Cumulative GPA: 3.73/4.00

## HONORS AND AWARDS

**Best Paper Award,** ACM Symposium on Applied Perception                    *2025*
For the paper titled "Perceived Realism and Voice Naturalness of Virtual Humans: Structural Equation Modeling of Behavioral Intentions among Black American Adults."

**T32 Fellowship,** National Institutes of Health (NIH)                    *2021-2023*
**Team-based Interdisciplinary Cancer Research Training (TICaRT)**
A comprehensive training program focused on fostering interdisciplinary collaboration and innovative approaches to cancer research, drawing on expertise from various fields, including human-centered computing, biology, and data analytics.

**Graduate School Preeminence Award,** University of Florida                    *2020-2025*
A prestigious award recognizing outstanding academic achievements and research potential among graduate students at the University of Florida.

**Generation Next (GenNEXT) Scholar**, University of Florida                    *2020-2025*
An NSF-funded multifaceted cohort-based support system to support PhD students in the Computer and Information Science and Engineering (CISE) Department at the University of Florida.

## PUBLICATIONS

**Peer-Reviewed Journal Articles**

[1] **Maxim, A.**, Venkatakrishnan, R., & Lok, B. (2025). Perceived Realism and Voice Naturalness of Virtual Humans: Structural Equation Modeling of Behavioral Intentions among Black American Adults. *ACM Transactions on Applied Perception.* Just Accepted (August 2025). https://doi.org/10.1145/3756012

**Refereed Conference Proceedings**

[4] **Maxim, A.**, Franco, C., Venkatakrishnan, R., & Lok, B. (2025). Vocal Modulation and Engagement Effects in Virtual Health Assistant-Guided Gratitude Journaling Among Young Adults. In *ACM International Conference on Intelligent Virtual Agents (IVA '25), September 16-19, 2025, Berlin, Germany.* ACM, New York, NY, USA 10 Pages. https://doi.org/10.1145/3717511.3747064

[3] **Maxim, A.**, Cooks, E., Krieger, J., & Lok, B. (2025). Voice and Choice: Voice Equivalence and Representational Choice in Virtual Health Assistants for Colorectal Cancer Screening Among Black American Adults. In *ACM International Conference on Intelligent Virtual Agents (IVA '25), September 16-19, 2025, Berlin, Germany.* ACM, New York, NY, USA 10 Pages. https://doi.org/10.1145/3717511.3747065

[2] **Maxim, A.**, Zalake, M., & Lok, B. (2023). The Impact of Virtual Human Vocal Personality on Establishing Rapport: A Study on Promoting Mental Wellness Through Extroversion and Vocalics. In *Proceedings of the 23rd ACM International Conference on Intelligent Virtual Agents (IVA '23).* Association for Computing Machinery, New York, NY, USA. Article 23, 1–8. https://doi.org/10.1145/3570945.3607318

[1] You, C., Ghosh, R., **Maxim, A.**, Stuart, J., Cooks, E., & Lok, B. (2022, September). How does a virtual human earn your trust? Guidelines to improve willingness to self-disclose to intelligent virtual agents. In *Proceedings of the 22nd ACM International Conference on Intelligent Virtual Agents (IVA '22).* Association for Computing Machinery, New York, NY, USA, Article 9, 1–8. https://doi.org/10.1145/3514197.3549686

**Abstracts/Posters**

[7] Franco, C. L., Kauer, T., Munroe, D., Lok, B., **Maxim, A.**, Venkatakrishnan, R., Buhr, M., Vilaro, M., Serat, J., McDuffie, F., Rockey, T., Samadder, J., Haydu, L., & Krieger, J. (2025, May 7-9). *A process evaluation of a partnership-based approach for developing a 'bundled' community-engaged behavioral intervention among underserved communities* [Poster Presentation]. Science of

Communication Outreach and Engagement Annual Conference, Oakland, CA, USA.

[6] Ghosh, R., **Maxim, A.**, You, C., and Lok, B. (2024) "Real-Time Virtual Human for Promoting Clinical Trial Education and Recruitment," *2024 IEEE Conference on Virtual Reality and 3D User Interfaces Abstracts and Workshops (VRW)*, Orlando, FL, 2024, pp. 1184-1185, doi: 10.1109/VRW62533.2024.00386.

[5] de Siqueira, A.G., Feijóo-García, P., Carnell, S., Palmeira, E., and **Maxim, A.** (2022) "fableBlocks: Toward Mitigating Programming Anxiety with Storytelling-based Tangible Block Programming Environments," *2022 IEEE Symposium on Visual Languages and Human-Centric Computing (VL/HCC)*, Roma, Italy, 2022, pp. 1-4, doi: 10.1109/VL/HCC53370.2022.9833102.

[4] Cooks, E., Vilaro, M., **Maxim, A.**, Tang, K., Wang, S., Lok, B., Sattari, M., Wilson-Howard, D., Krieger, J. (2022). Deploying virtual clinicians to reduce racial disparities in young-onset colorectal cancer: Experiences of Black adults with a culturally-tailored telehealth intervention. Poster accepted for presentation at the 46th annual meeting of the American Society of Preventive Oncology (ASPO). Tucson, AZ. March.

[3] **Maxim, A.** (2022, March).  [DC] Improving Presence of Virtual Humans through Paralinguistics. In *2022 IEEE Conference on Virtual Reality and 3D User Interfaces (VR)* (pp. 954-955). IEEE.

[2] Cooks, E., Tang, K., Wang, S., Davis, A., Martin, J., Sattari, M., Lok, B., Wilson-Howard, D., **Maxim, A.**, Krieger, J. (2021). Extending the use of a virtual technology intervention to deliver colorectal cancer information to a younger cohort: the case of newly screening-eligible young Black adults. Presented at the annual UF Health Cancer Center Research Symposium. Virtual. December.

[1] **Maxim, A.**, Cooks, E., Lok, B. (2021). Expressing confidence portrayed by a virtual agent with a computer-generated voice through altering of speech characteristics. Presented at annual UF Health Cancer Center Research Symposium. Virtual. December.

## RESEARCH EXPERIENCE

**Virtual Experiences Research Group**                    *Aug 2020 – Present*
Research Assistant

## TEACHING EXPERIENCE

**Graduate Assistant - Teaching,** University of Florida
Designed curriculum and course materials, instructed course, and managed teaching assistants.

[1] **CEN4722 - User Experience Design** *Aug 2024 – Dec 2024*
    Level: Undergraduate

**Graduate Teaching Assistant,** University of Florida
Developed and graded course assignments, answered questions, graded assignments, and assisted instructor as needed.

[1] **CEN5728 - User Experience Design** *Aug 2023 – Dec 2023*
    Level: Graduate

**Guest Lecturer**, University of Florida

[2] **CEN4721 – Human-Computer Interaction** *Jul 2023*

[1] **CAP5100 – Human-Computer Interaction** *Apr 2023*

## SERVICE TO DISCIPLINE

**Presentations and Talks**
Invited Speaker, Virtual Human Customization, UF Cancer Research Symposium for High School Students (2023)

Invited Speaker, Tailored telehealth intervention delivered by virtual humans to increase colorectal cancer screening among black adults, UF Cancer Research Conference for Science Teachers (2022)

Invited Speaker, Using virtual technology to deliver culturally appropriate cancer prevention messaging, NRG Oncology Semiannual Meeting (2022)

**Journal and Conference Reviews**
- Frontiers In Virtual Reality (2023)
- ISMAR (2023, 2024, 2025)
- IEEEVR (2022, 2025)

## PROFESSIONAL EXPERIENCE

**UF Health Shands Cancer Hospital**, Gainesville, FL          *Aug 2024 – May 2025*
Worked as part of a team to develop an intervention led by a virtual human to provide information on clinical trials for recently diagnosed cancer patients.

**Sea Grant**, Gainesville, FL                              *Jun 2021 – Dec 2021*
Worked as part of an interdisciplinary team to develop a NOAA sponsored training system to educate reef anglers on identifying and treating barotrauma in deep water fish.

**Intelident Solutions,** Tampa, FL
Information Security Consultant                             *Aug 2020 – Nov 2023*
- Managed company technical growth initiatives.
- Maintained technology infrastructure in accordance with regulations and company policy.

Manager of IT Infrastructure and Support                   *Apr 2017 – Jul 2020*
- Responsible for technology infrastructure and support operations across 170 locations.
- Oversaw technical projects in alignment with organizational goals.
- Worked closely with management, external vendors, and advisors to find solutions to manage business activities.

**Sun Dental Labs,** St Petersburg, FL
Vice President Information Technologies                     *Jan 2011 – Aug 2016*

**Premier Mortgage Funding,** Clearwater, FL
Network Manager                                            *Jan 2005 – Jan 2008*

**R'Club Child Care,** St Petersburg, FL
Information Systems Director                               *Oct 2001 – Dec 2004*

**Sagent Technologies,** Clearwater, FL
Senior Network Engineer                                   *Oct 2000 – Oct 2001*

**US Salt, LLC,** Jacksonville, FL
Infrastructure Architect                                  *Apr 1999 – July 2000*

**Consultant,** St Petersburg, FL
Information Systems Diagnostician                         *Jan 1999 – Jan 2011*

**Storcomm,** Jacksonville, FL

Systems Engineer                                            *Jan 1998 – Apr 1999*

**Prudential Healthcare/Compucom,** Jacksonville, FL
Network Engineer                                            *Feb 1997 – Jan 1998*

## ADDITIONAL ACTIVITIES

**Proverbs, LLC,** St Petersburg, FL
Founder                                                     *Jul 2001 – Present*
- Founder of a video game development and consultation company that utilizes novel approaches to open game play to a broader audience.