

**Kevin A. Rider, PhD, PE, CPE**  
Human Factors Expert // Owner  
Forensic Human Factors, LLC  
KRider@FHFExperts.com  
www.FHFExperts.com



**Forensic Human Factors, LLC**  
There's a Human Factor in every case.

Dr. Kevin Rider is a human factors expert and owner of Forensic Human Factors, LLC, providing consulting and expert testimony for personal injury cases. He has studied, taught, investigated and testified about how people interact with other people, products and environments in predictable ways, and applying this understanding to the effective, efficient and safe design and use of products, services and systems. He has been retained in over 40 states and territories.

**Question: What should they have seen, how should they have responded, and what should have been done to prevent the incident?**

**Answer: ASK A HUMAN FACTORS EXPERT.**

Dr. Rider's expertise includes:

- Motor vehicle and pedestrian collisions, including trucks, trains and bicycles
- Illumination, nighttime visibility, and pedestrian conspicuity
- DUI/DWIs, where driver actions are results of poorly designed/maintained roads/signs
- The design and foreseeable use of products
- Adequacy of warnings and instructions
- The design and maintenance of safe civil and occupational environments
- Premises liability, and slips, trips and falls
- Workplace and construction safety

Dr. Rider is a Professional Engineer (PE), a Certified Professional Ergonomist (CPE), and has served as a human factors consultant since 1999, including five years as a professor at West Virginia University. He has presented his peer-reviewed work at professional conferences, both nationally and abroad, and he is active in several professional organizations.

Dr. Rider received his Ph.D. in Industrial and Operations Engineering from the University of Michigan in Ann Arbor. His research includes human performance under stress, driver behavior and cell phone distraction, the performance of in-vehicle tasks, and manual material handling tasks. Dr. Rider also attended the University of Tennessee in Knoxville, which conferred his Bachelor and Master degrees in Industrial Engineering. He has demonstrated abilities to explain complex scenarios in easily understood ways, both in the classroom and the courtroom.

Be sure to consult with a human factors expert, particularly before taking opposing expert depositions, and as you prepare for mediations. "There's a Human Factor in every case."