

# Maria Cervantes

## Industrial & Interaction Designer

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## Summary

I'm an experienced industrial designer and **mid-level web developer** with the skills to develop projects that incorporate both physical and **online interactions**. I have strong **front-end** development skills and I have mid-level **back-end** development skills. I have expertise in design and product development that make me a valuable team member, soft skills that make me suitable for **client facing roles** and organisational skills that make me suitable for team leadership roles. I have the ability to work with difficult client groups that have complex needs and design interactions that are customised for them. I am passionate about technology's ability to make the world a better place and I have built a flexible skillset that enables me to play a key role in **technology development projects**.

## Professional Experience

( August - November 2016 )

### Tutor at UQ, course "Design Computing Studio - Build" (DECO3801) / The University of Queensland

(Supervisor: Dr. Alex Pudmenzky)

- + Oversaw students to work following a SCRUM methodology process
- + Instructed best practices related with software and web development
- + Assisted students during the development of their projects and evaluated the quality of deliverables according to industry standards.

( July 2010 - January 2014 )

### In-Store Brand Marketing Display Coordinator / LG Electronics Mexico

- + Gained knowledge of retail industries and brand communication while working with almost all the categories at LG Mexico.
- + Supported other teams inside the Marketing Division (such as digital and trade marketing).
- + Worked closely with members from other areas (eg. Sales, Supply chain) which gave me an overall understanding of how to work with each area efficiently.
- + Created in-store communication solutions that suited our clients, the consumers and the brand.
- + Supported sale goals of our strategic clients.
- + Negotiated strategic in-store locations for the brand.
- + Reported results directly to our Marketing Division and to the Business Directors of each category.

( August - November 2015 and 2016 )

### Tutor at UQ, course "The Web from the Inside Out" (INFS1300) / The University of Queensland

(Supervisor: Dr. Daniel Angus)

- + Oversaw students to develop research skills and engaged with them through demonstrations and workshops related with the topics covered during the lectures
- + Marked projects, ensuring that concepts related with the class were correctly understood and applied

( June 2009 - July 2010 )

### Cohendi Projects Design Agency (Cohendi Proyectos)- Junior Designer

- + Worked closely with our client's Visual Merchandising teams to fulfil their In-Store requirements and needs.

( March 2008 - June 2009 )

### Advertising On Rails Advertising Agency - (Publicidad Sobre Rieles) - Design Chief

- + Created (with collaboration of Arq. Omar Sayeg) the whole project blueprints for Outdoor advertising spaces placed at the Suburban Train stations.

( August 2007 - Jan 2008 )

### In/situm (Leading Innovation Consultancy) - Trainee

- + Supporting tasks for ethnographic research projects (shadowing, user testing, interviews, workshops, focus groups)

## Academic Experience

### Master of Interaction Design (2014 - 2016)

School of Information Technology and Electrical Engineering  
The University of Queensland (Brisbane, Australia)

#### Awards:

- + Dean's Commendations for Academic Excellence (UQ, Australia, 2015)
- + ITEE Coursework Support Grant for DIS2016 Conference Participation (UQ, Australia, 2016)
- + Conacyt-FUNED Scholarship (Mexico, 2014-2016)
- + FIDERH Sponsorship (Mexico, 2014-2016)

#### Academic Paper: (Accepted at the conference "Designing Interactive Systems", DIS2016)

Cervantes, M., Ramani, R., Worthy, P., Weigel, J., Viller, S., & Matthews, B. (2016). "Could the inherent nature of the Internet of Things inhibit person-to-person connection?" *Proceedings of the 2016 ACM Conference Companion Publication on Designing Interactive Systems - DIS '16 Companion*. DOI:10.1145/2908805.2909418

**Thesis:** "Participatory Design Process with People Living with Memory Loss (Dementia)". March 2015 - November 2015  
Supervisor: Dr. Benjamin Matthews)

#### Awards:

- + Diploma of Cultural Development
- + Telmex Foundation Scholarship

### BS. of Industrial Design (2002-2007)

Faculty of Engineering and Architecture  
Monterrey Institute of Technology and Higher Education (Mexico City, Mexico)

### Vacuum Moulding Techniques & History of Scandinavian Design (Summer 2006)

School of Architecture and Design  
The Royal Danish Academy of Fine Arts:  
Danmarks Designskole (Copenhagen, Denmark)

## My Toolkit

### UX - Front End Skills (Full Proficiency)

HTML5, CSS, Foundation 6, Bootstrap, Balsamiq, Proto.io, Photoshop, Illustrator, Rhinoceros, Axure, Google Sketch Up, Ethnographic Research, Usability Evaluation

### Front End/ Back End Skills (Intermediate Proficiency)

Javascript, Arduino, PHP (CodeIgniter), Wordpress, Photon, Python 3

### Other Management & Organizational Skills

Project Management, Coordination, Budget Planning, Stakeholder Management, Client Consultation, Agile & SCRUM Methodology

## Languages

**English** Fluent -TOEFL iBT 107(2015)

**Portuguese** Celpe-Bras Intermediate (2010)

**Spanish** Native

## Interest

Internet of Things, User Experience, Human Computer Interaction, Prototyping, Natural User Interactions, Aging and Technology, Data Visualization