

Marcus Sebastián Pérez Cervantes

Interaction + Industrial Designer

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EDUCATION

Carnegie Mellon University, Pittsburgh, PA, United States (2009-2011)

Master of Design, Interaction Design

* Teacher Assistant for an Industrial Design and Communication Design sophomore level class at Carnegie Mellon University (2010)

* Associate designer of the Carnegie Mellon University 'Design Software Fundamentals' summer program (2010)

* Film team member in the making of *An Introduction to Carnegie Mellon University Design Faculty Graduate Advisement Overview* (2009)

Savannah College of Art and Design, Savannah, GA, United States (2005-2009)

Bachelor of Fine Arts, Industrial Design

Minor: Interaction Design

* Student Representative and Volunteer at the Interaction Design Conference (2008)

* Student Representative for Savannah College of Art and Design at the Association of Student Advancement Programs Conference (2007)

CAREER-RELATED WORK EXPERIENCE

Basic Interaction Design professor

Carnegie Mellon University

Pittsburgh, PA, United States

(January - May 2011)

During my time at Carnegie Mellon I had the opportunity to teach one interaction design class. I taught a class called Basic Interaction Design to undergraduate students from different academic disciplines. The class was divided into four different projects, teaching students different interaction design methods and skills.

In/situm, interaction design intern

Mexico City, Mexico

(July - August 2008)

I participated as a team member of the Interaction Design team. I was involved in a government enterprise project, which goal was to evaluate and re-design its kiosk system in different cities across Mexico. I had the opportunity to further develop my skills in areas such as Contextual Research, Heuristic Evaluations and Information architecture.

frog design, interaction design intern

Austin, TX, United States

(May - August 2010)

During my time at frog design I contributed on three different client programs. The clients were Hewlett-Packard, Dell and Disney. The majority of my time I spent on the Disney Program. I worked across multiple platforms (PC Web, Mobile Web, iPhone and Kiosk). I created wireframes, information architecture diagrams, process flow diagrams and provided detailed annotations of wireframes.

Vtech, University Sponsored Project

Savannah, GA, United States and Hong Kong, China

(March - May 2008)

I was selected as one of the 16 students to participate with renown telecommunication company, Vtech, in a 'Blue Sky' approach project. The goal of this project was to re-position Vtech as one of the leading companies in the innovation and technology market. In order to do this we created a set of new brands and products for Vtech. Each member of the team designed a set of products within the brands that were created as a class.

PROFESSIONAL SKILLS

Computer: Adobe Creative Suite, Rhino, Alias Studio Tools, Microsoft Office, Flash (Action Script 3), Xhtml and CSS, Arduino.

Research Methods: Contextual Inquiry, Participatory Design, Direct Storytelling, Cultural Probes, Shadowing, Stakeholder Mapping, Territory Mapping, Task Analysis, and Focus Groups.

Language: Fluent In Reading, Writing and Public Speaking in Spanish, English, and French.

Evaluation Methods: 'Think Aloud' Protocol, Heuristic Evaluations, Card Sorting, Paper Prototyping, Cognitive Walkthrough, and 'Speed-Dating'.

Ideation: Rapid 2D Visualization, Video Sketches, Fabrication and Prototyping, Information Architecture, Wireframing, Body storming, Wayfinding, Service Blueprinting, and Branding.

Synthesis & Analysis Methods: Contextual Research Models, Affinity Diagraming, Persona & Scenario Development, and Storyboarding.