

< ricardo márquez >

Experience Design + Visual Design + Human Computer Interaction

Skills

HCI evaluation methods | Think-Aloud User Studies | Heuristic Evaluation | Heuristic Walkthrough | GOMS (KLM)
| Cognitive Walkthrough | Participatory Design | HCI exploratory methods | Contextual inquiry | Expert Interviews
| Post-Observational Interviews | Comm. Flow, Task and Physical Space Modelling | Task Analysis | Affinity Diagramming
| Other exploratory / generative methods | Surveys | Focus Groups | Card Sorting | Body Storming | Scenarios | Personas
| Storyboarding | Video sketching | Paper / Interactive prototypes
Communication Design skills | Information Visualization | Service Design Blueprinting | Communication Design planning
| Product Photography | Marketing Research | Service Design | Graphic Design | Advertising Planning & Production
|| Fluent English - Spanish ||

Education

Carnegie Mellon University | Masters in Human-Computer Interaction [gpa 3.70] 12.2006
Universidad Central, Colombia | Bachelor of Science in Advertising 12.1997
Universidad de los Andes, Colombia | Studied Computer Engineering 1990 - 1992

Work Experience

Intuit, Inc. | Mt. View, CA [Central Experience Design Group, CXD - User Experience Designer] 02.2007 - Present

Internal consultant for Interaction and Visual Design for project teams in V1 stage focusing on 3 areas:
One, helping the team understand the problem space within the context of the service, the user and the ecosystem. Two, translating the team's solution requirements into engaging solutions that integrate relevant trends in social web and mobile, exceeding Intuit's usability goals when tested. Three, facilitating strategic design and creative thinking to executives, designers, managers through visualization of complex concepts, talks and workshops. Social aggregation project currently in beta release and mobile project will be released end of year.

Carnegie Mellon University | Whisper [HCI Research / Product Development Project - UI Designer] 08.2006 - 02.2007

Whisper is a project that aims to create a place where groups of friends and individuals with the same interests, tastes, and a close geographical location, can explore, share, invite, schedule and create events. In charge of the UI Design & Product Concept Development for Whisper's web component. Under the project director's supervision, responsible for defining core features, flows, UI structure, interactions and visual style, to make Whisper an usable, useful, attractive event service.

Carnegie Mellon University | Pittsburgh Voyager [HCI Masters Capstone Project - Design Lead] 01.2006 - 08.2006

Searchlight, an multidisciplinary MHCI Team, was tasked with the challenge of determining how technology could enhance Pittsburgh Voyager's educational one-day boat experience. As Design Lead of the team, developed visual concepts and defined user interactions, which were refined iteratively through user testing and HCI research. The result was Engage, a simple-to-use, cross-platform solution that allows educational instructors to control images displayed on large screens. Engage uses a highly intuitive, visually-oriented interface residing in a wireless touchscreen device. Engage was in Pittsburgh Voyager's vessels around mid 2007.

TriState Reprographics | Pittsburgh, PA [Graphic Designer / Digital Imaging Process & Production] 01.2005 - 01.2006

As second to the Digital Imaging department's manager, planned, coordinated and executed Graphic Design, imaging and digital print production projects following tight deadlines and high quality standards. Clients included in-house, small and national businesses.

Various Clients | Pittsburgh, PA [Graphic Designer - Freelance] 06.2004 - 01.2006

SignArt, Inc. | Boston, MA [Graphic Designer / Production Artist] 10.2002 - 04.2004

National Sign Systems, Inc. | Columbus, OH [Graphic Designer / Typesetter] 11.1999 - 07.2002

Galerias Commercial City | Bogotá. Colombia [Advertising / Marketing Consultant] 07.1998 - 04.1999

Advicom Marketing Research | Bogotá. Colombia [Marketing Research Intern - Research Designer] 02.1997 - 11.1997