

DANIEL STRAZZULLA

Technical Program Manager - UX Specialist

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Immediate Availability

Education

PhD. Candidate in Human-Computer Interaction at Université Paris-Sud and Inria *Paris, FR* (2012 - 2015 expected)

- Research topic: Computer Mediated Communication

MSc. in Computer Science at Stanford University *Stanford, CA* (2010 - 2012)

- Focus on Human-Computer Interaction, GPA 3.52

B.E. in Computer Systems Engineering at Universidad de las Americas Puebla *Puebla, MX* (2004 - 2008)

- Focus on Human-Computer Interaction, GPA 3.8, Cum Laude

Professional Experience

Management

Intern Team Lead at Apple Inc. *Cupertino, CA* (June 2011 - Sept 2011)

Managed a team of 4 software engineers and technical writer interns using Agile/Lean/Kanban to design a new interface for the iPad version of developers.apple.com

- Responsible for user-centered design, tracking milestones, scoping, distributing work items, evaluation planning and presenting

Agile Program Manager at IBM *Guadalajara, MX* (2009 - 2010)

- Led a team of five local engineers and coordinated development with distributed team branches using Agile Methodologies
- Responsible for constant improvement of development process, gradually incorporating SCRUM, TDD, XP, Automated Testing
- Coordinated platform support backlog with internal customers and other requirements via cross-functional team communication

User Experience

User Experience Design Intern at Apple Inc. *Cupertino, CA* (June 2011 - Sept 2011)

Proposed and led a design thinking/Lean iterative approach to redesign iOS developer libraries to incorporate wider audiences

- Tasks included: creation of personas, mockups, wireframes, interactive HTML5/CSS3/JS prototypes, interaction and visual design

Research Assistant at Data Visualization and HCI Labs *Stanford, CA* (Sept 2011 - June 2012)

- Creation of a "zoomable web interface" capable of efficiently displaying thousands of movie covers allowing for novel media browsing experiences in Sony platforms
- Design and study of a mobile application to encourage senior citizens to stay in shape using mobile devices and social networks

Development

Software Engineer at IBM *Guadalajara, MX* (2008 - 2010)

- Developed, tested, maintained and deployed Java software installers for the Rational Team Products suite using Agile/Scrum/Kanban for multiple versions of Windows, Red Hat Linux, Ubuntu, HP-UX- AIX and Solaris
- Technical ownership of technical writing, and platform support and kernel plugins, technical writing

Skills

Program Management

Agile (SCRUM, Kanban, XP, TDD)

Testing/ QA/ Rollout/ Support

Requirement Analysis

Cross-functional Communication

Release Planning

Lean Startup

Vendor and Client Management

Team Building, Coaching and Mentoring

User Experience

Mockups/ Wireframes/ Sketches

Mobile/Web Interaction Design

Design Thinking and Creative Processes

User Research (Qualitative and Quantitative)

Personas, Storyboarding and Storytelling

Interviews, Surveys and Questionnaires

Heuristic evaluation, user and A/B testing

Video, Paper and Interactive Prototyping

Software Development

Java, Javascript, Arduino C, Processing, SQL

Eclipse, SublimeText, Git, Unix

Photoshop, Illustrator and Tableau

Balsamiq, OmniGraffle, Axure, Sketch

HTML5, CSS3, Responsive and Fluid layouts

Client-Server, MVC architectures

jQuery, d3, Canvas, Node.js, REST

Modern Front-end web development

Projects

LifeLines *Paris, FR* (Jan 2014 - March 2015)

API-driven framework to rethink management of personal communication data

- Definition of objectives and processes to manage four interns (designer, web developer, mobile developer, hardware developer)
- Design and development of several endpoints to evaluate our framework (Android, Node.JS, Arduino, HTML5, CSS, Javascript)

Invisible Channels *Paris, FR* (Jan 2013 - June 2014)

Longitudinal mixed-methods user study on how people combine existing communication tools to communicate with their loved ones

- Longitudinal (18 months) mixed-methods study with 26 participants to uncover the core elements of personal communication
- Performed inductive and grounded theory analysis to extract deep insights from users' behavior and attitudes
- Applied techniques: semi-structured interview, questionnaire, critical incident interview, contextual inquiry, cultural probe, survey

Tehúan *Paris, FR* (July 2013 - Feb 2014)

Co-Founder of a non-profit initiative to create a public, free and anonymous social platform to help citizens of Mexico to help deal with security, infrastructure, and public policy issues, leveraging the benefits of crowd-sourcing, mobile technologies and data visualization.

- Led product design, including user research, need finding, design concepts, prototypes and market research

Ibooks Producer *Apple, CA* (June 2011 - Sept 2011)

Personal initiative that resulted in a pitch to senior management of a potential new Apple product for easy self ebook authoring tool

- Responsible for ideating and designing the general concept and functionality of the product, as well as for defending its viability to market to senior management and Ibooks product team. Ibooks Author was released one year later.

Consulting

User Experience Consultant at CareMessage *San Francisco, USA* (2015 -)

A non-profit organization aiming to facilitate communication between healthcare providers and low income populations

- Lead user research regarding the creation of stable and sustainable communication channels with patients

User Experience Consultant at Centro de Integración Ciudadana (cic.mx) *Monterrey, MX* (2011 - 2014)

The live version of Project Tehúan (above), now endorsed by Google, Twitter and CartoDB

- Usability and heuristic evaluation of web site and mobile applications
- Led a full redesign of mobile application(2014), owning UI/UX design tasks and coordinating developers with stakeholders

Agile Coach at IBM *Guadalajara, MX* (2009 - 2010)

As member of IBM's Global Agile Leadership team, I was involved in overseeing the design and implementation of Agile methodologies throughout the organization

- Personally responsible for coaching and advising 4 development teams in my site

Teaching and Advising

Fundamentals of Human-Computer Interaction at Université Paris-Sud *Paris, FR* (2014)

Design and Evaluation of Interactive Systems at Université Paris-Sud *Paris, FR* (2012 - 2014)

Advanced Design and Evaluation of Interactive Systems at Université Paris-Sud *Paris, FR* (2012 - 2014)

Creative Design at Université Paris-Sud *Paris, FR* (2012 - 2013)

Master's Thesis HCI Supervisor at Université Paris-Sud *Paris, FR* (2013 - 2014)

- BFF Band: A visual representation of an intimate communication channel - Louis Faucon - École Polytechnique (2014)
- BFF Band Video Prototype - Chen Wang - Université de Paris-Sud (2014)
- Asymmetrical, Minimal and Dedicated Remote Communication Channel - Lucien Bobo - Ecole Normale Supérieure de Cachan (2014)
- Enhancing Intimate Communication Through Physical Objects - Paola Pastor- Université de Paris-Sud (2014)

Awards, Honors and Activities

- Founding Member of the Stanford Design Consulting Group, 2015
- Program Committee Member at CHI 2013, 2013
- INRIA CORDI PhD Research Fellowship, in the amount of ~75,000 euros, 2012
- Best Project Award at Stanford's Interaction Design Studio, May 2012
- Stanford Claudio X. Gonzalez Fellowship, in the amount of ~25,000 USD 2010
- Mexico's Science and Technology Council Scholarship, in the amount of ~75,000 USD, 2010
- Presenter at TechCrunch's Hackathon finals in San Francisco, 2010
- IBM Top Talent Program (top 5% global performers), 2009
- Cum Laude Honor Graduate (UDLA), 2008
- Student Government Vice-President (UDLA), 2008
- Academic and Honor Society Vice-President (UDLA), 2008
- Mexico's Department of Public Education Scholarship, in the amount of ~35,000 USD, 2005