

DIEGO FERNANDO PULIDO

<http://www.diegopulido.com>

PROFILE

An interaction designer with interests in user experience design, usability and user interface design.

ACHIEVEMENTS

- McNair Scholar (part of the first University of Nevada chapter).
- College of Liberal Arts (U. of Nevada) Dean's List for the last 3 years of studies.
- Golden Key International Honor Society member.

QUALIFICATIONS/EDUCATION

2006-2009 **Indiana University-Purdue University** Indianapolis, IN (U.S.A)

- Human-Computer Interaction MSc.
- Related Course Work: Web Usability, Psychology of HCI, Information Architecture for the Web, Research Design (statistics), Heuristic Evaluations, Prototyping, Cognitive Walkthroughs, Web Design, Experience Design, Adobe CS3 for New Media, Web Database programming.

2000-2005 **University of Nevada** Reno, NV (U.S.A)

- Bachelor of Arts, double major in Psychology and French
- Related Course Work: Face Perception, Cognitive Psychology, Experimental Design, Computer Programming (MS-VBnet) applied to psychological experiments, International Marketing and International Human Resources Management during last semester in Turin, Italy.
- Fluent in English, Spanish, Italian, and French languages.

EXPERIENCE

2007-Present **Pearson Education** Indianapolis, IN (U.S.A)

Interaction Designer

Part of Pearson's *Core Technology Group/User Experience Team*, this position focuses on designing the interaction and behavior of educational web sites and internal web-based management systems; designing task flows, wireframes, performing heuristic evaluations; contextual inquiries and defining web sites' information architecture for user-friendliness.

- Produced task flows, interaction diagrams and annotated wireframes for an internal web-based tool to be used in the the management of various users and products across Pearson Education worldwide
- Conducted in-lab and on-site usability studies on various Pearson web site iterations prior to public release.
- Redesigned the overall user experience of Pearson's gaming site StuckGamer.com
- Designed a new interaction model for the next iteration of Pearson's online store (mypearsonstore.com).
- Discovered and designed new interaction patterns to be used as part of a new Pearson Interaction Design Pattern Library

2006-2007 **Roudebush Veteran Affairs Hospital.** Indianapolis, IN (U.S.A)

Research Assistant

A position under the Research Department of the *Roudebush Veteran Affairs* hospital, focused on improving the usability of its websites.

- Improved the usability and user interface design of the Center for Health Services & Outcomes web site.
- Redesigned the Assertive Community Treatment Center web site's information architecture and user interface.
- Implemented standard operation procedures for creating and maintaining research web sites hosted by Indiana University and the Veteran Affairs Hospital in Indianapolis.

COMPUTER SKILLS

HTML; XHTML; CSS; PHP; MySQL; Adobe Photoshop; Fireworks; Flash; Illustrator; InDesign; Dreamweaver; OmniGraffle; Microsoft Visio; Microsoft Visual Basic; Microsoft Office.

PERSONAL DETAILS

Date of Birth: 21st January, 1982

INTERESTS

Interaction Design, User Interface Design, Usability on the Web, Football, Running, Guitar, Foreign Languages, Digital Photo Editing, Web Design, Digital Video Editing

REFEREES

Available upon request.