

# Curriculum Vitae

**Name:** Jesús Muñoz Alcántara  
**Human-Computer Interaction Designer & Specialist**

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## Personal details

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## Overview

- Developing my career as a Human-Centered Technology Designer and Specialist.
- Experienced in big scale web applications and mobile platforms.
- Personally interested in ubiquitous technology, persuasive communication and (mediated) social interactions.
- Focused on persuasive and pervasive computing and how they affect aspects of engagement, trust, sociability, mobility, coordination, collaboration, and sustainable behaviors of communities.

I have a great desire to help people. I believe that technology is really important nowadays, supporting most of our daily activities. However, technology does not make sense by its own and neither does it rule our destiny. Starting from a user-centered approach and based on the idea of human beings as social creatures, I would like to revolutionize the means in which we use technology and improve the quality of our lives.

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## Education

### **Doctor of Philosophy in Industrial Design.** (2014 – until present)

Eindhoven University of Technology (Technische Universiteit Eindhoven), Eindhoven, The Netherlands

– *Funded by the COncEPT (Collaborative CrEative design PlaTform) project as part of the 7th Framework Programme for Research and Technological Development (FP7) of the European Commission.*

### **Master of Science in Human-Technology Interaction.** (2010 - 2013)

Eindhoven University of Technology (Technische Universiteit Eindhoven), Eindhoven, The Netherlands

– *Awarded with the Amandus H. Lundqvist Scholarship (formerly known as TU/e Talent Scholarship program).*

Thesis:

- **Encouraging energy conservation in office environments through group feedback and individual comparison feedback. Energy-Saver Game.** The goal of the project was to deploy an energy measurement infrastructure and the research of strategies for energy saving persuasion at individual and group level through a web game interface. In particular, it was studied how people reacted to different types of social feedback, through real-time measurements integrated in a gaming concept. The evaluation strategies included sensor-based behavior-change measurements, behavior observation, and questionnaire assessments.

Other Projects:

- **Research: Mediating Road Rage through Blue Light: A Simulation Experiment.** The main goal was to understand the drivers' frustration and implement a solution to prevent those aggressive behaviors using light as the persuasive element. Emotional response was measured by self-report, physiological signals and behavioral observation. The research was done using a driving simulation.
- **Research on a Project of Dynamic Light at Philips Research:** The aim of the project was to determine what the effects of dynamic light were on the behavior and mood of people. I contributed on the setup of the research, design and

execution of the experiments related to the topic of dynamic light or light that changes in color and intensity over time. The project was supported by *Philips Research Eindhoven*.

- **Research: TV of the Future.** This was a group project done in collaboration with *Philips Consumer Lifestyle Research Department*. The main goal was to find out what users wanted and expected in 20 years time from their television, taking into account the appearance, user experience, use environment, content, usability, and social media. I contributed with User profiles, survey, focus groups, trend analysis, and future research methodologies.

### **Bachelor in Engineering in Information Technologies and Telecommunications**

Anahuac University, (2002-2006), Mexico City, Mexico.

- Awarded with the student excellence scholarship program from the *Anáhuac University*.

#### Projects:

- Design of a robot device that could recognize between red and black cubes for the *SAE Robot Systems Challenge, Walking Machine*.
- Development of a WAP-PHP portal designed for Mobile devices, including features like user login and database access. It won the 2nd place award for the most innovative project in the University.
- Entrepreneur concept development for graduation project, 1st place award in the group. The project focused on creating a technological enterprise for software consultancy.
- Creation of the Document of Quality Procedures for applying to ISO: 9001: 2000 Certification for the enterprise *Formas Continuas Administrativas S.A. de C.V.*

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## Relevant work experience

### Developer

Peerby. (August 2013 – February 2014). Amsterdam, The Netherlands.

*Peerby* is an Amsterdam based startup that enables its members to borrow the things they need from other people in their neighborhood. *Peerby* provides a location-based community platform supported by a model of collaborative consumption.

Key Responsibilities:

- Full stack JavaScript developer (front-end, mobile and back-end developer)

Key Challenges:

- To introduce a user-centered focus on the development process.
- To understand the needs, the expectations and the kind of experiences that we want to support before setting the design of the interface, interactions, and its technical implementation.
- To build the design, wireframing and prototyping of new features that can increase engagement, trust and collaboration among the *Peerby* community members.
- To execute the technical implementation of new features.

### Founder / Chief Developer

*Moxhu* - freelance project. (2009 – until Present). Mexico City, Mexico – Amsterdam & Eindhoven, The Netherlands.

*Moxhu* is an open source, open-ended, international, distributed, multi-functional, open innovation, strategic co-design facilitator and open creative community. *Moxhu* is an entrepreneur incubator community project focused on developing engagement platforms for social innovation.

Key Responsibilities:

- Lead the creation, development, and consolidation of the *Moxhu* community.
- Guide the *Moxhu* community through its conception and definition phases.
- Organized camps, events and meet-ups for the community.

### Senior Software Engineer / Leader of Software Development Team

Speedy Móvil S.A. de C.V. (2010), Mexico City, Mexico.

*Speedy Móvil* is an Internet mobile company that belongs to the Global mobile carrier *America Móvil (AMX)*. *Speedy Móvil* provides scalable mobile solutions for the more than 200 million subscribers in the 18 countries where *AMX* has presence.

Key Responsibilities:

- Technical Leader oriented to the integration of new services and platforms outsourced by multinational companies, working with international, multi-functional and distributed teams.
- Adviser and decision maker regarding the implementation, architecture and design of technical solutions.
- Leader of a 5-member development team.
- Responsible for leading and introducing new members to the Development team.
- Involved in the interview and selection process for possible candidates.

### **Senior Software Engineer**

Speedy Móvil S.A. de C.V. (2009 – 2010), Mexico City, Mexico.

#### Key Responsibilities:

- Software architect, user experience designer and main developer of the platform that generates WAP/xHTML portals dynamically for 3G phones, ensuring a 99.99 % of Service Level with 30 TPS (Transactions per Seconds).
- Software architect and main developer of a special implementation for the Central American billing platform, ensuring a 99.99 % of Service Level with 20 TPS (Transactions per Seconds).
- Interaction designer for mobile web applications.

### **Junior Software Engineer**

Speedy Móvil S.A. de C.V. (2007 – 2009), Mexico City, Mexico.

#### Key Responsibilities:

- Developer of mobile applications and platforms that ensure Value Added Services (WEB services & applications, dynamic WAP/xHTML portals, messaging - SMS & MMS - platforms, J2ME applications) for the subsidiaries of *América Móvil* (*IDEAS: Telcel, Claro, Porta, CTI, Codetel*).
- Project leader of the implementation, development and training (including on-site and remote meetings) of the main Value Added Service platforms of the subsidiaries of *América Móvil* in Puerto Rico, Dominican Republic and Jamaica.

### **Java and Flash Developer**

BLAZZAM / CALCETÍN ANIMACIONES (2006 – 2007), Mexico City, Mexico.

*Blazzam / CALCETÍN ANIMACIONES* was a media company that offers 3D animation, web design, flash and Java mobile games as main products.

#### Key responsibilities:

- Development of mobile games on J2ME and Internet Flash games.
- Business and idea developer for possible business keys and forces.

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## **Special Training**

### **Diploma of software engineering**

Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico City, Mexico.  
November 2009 – May 2010.

### **Creativity and Innovation Training**

Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico City, Mexico  
September 2009 – October 2009.

### **Java Enterprise Architect Training for CJE4 Certification**

Centro Netec Certificaciones Profesionales, Mexico City, Mexico.  
August 2008 – December 2008.

### **Customer Service Oriented Training, an emotive experience.**

Mente Estratégica, Mexico City, Mexico.  
April 2008.

## **UML Bootcamp, Object Oriented Analysis and Design with UML**

Milestone Consulting, Mexico City, Mexico

July 2007.

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### **Language Skills**

Spanish: Native speaker.

English: Advanced 96 Toefl iBS. December 2009.

Dutch: Intermediate level.

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### **Skills**

User Experience skills:

- Proven experience as software developer specialized in human-computer interaction.
- Experience in qualitative and quantitative (remote) user research and user-centered design.
- Experience in designing multi-user social applications.
- Understanding of the user-context dependent, cross platform, multiple screens, responsive design and cross web browser challenge.
- Experience in information architecture, concept mapping, wireframing, mockups, prototyping.

Technical skills:

- OS: Preferably Linux. (Windows and OS X).
- Programming: Java J2EE, J2ME, Node.js, C++, C, PHP, GWT, Android.
- Internet: HTML, JavaScript, backbone, jquery, HTML5, CSS.
- Mobile Internet: WML (wap), XHTML, WURFL, jquery mobile.
- Servers: Apache, Tomcat, Weblogic, Jetty, JBoss.
- Database: Oracle, Postgresql, Mysql, MongoDB.
- UX: Balsamiq.
- Design: Adobe Photoshop, Illustrator, Flash, GIMP, Inkscape.
- Test: Unit testing, TDD, automated testing (Canoo WebTest, Selenium).
- Webservices: SOAP, Rest.

Working skills:

- Experience in multinational companies executing collaborative and leadership roles within international, interdisciplinary and geographically distributed teams.
- Experience as a facilitator driving creativity and innovation in the team.
- Excellent relationship within teams.
- Great determination to deliver results.
- Proactive and independent worker.

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## Awards, scholarships, achievements

### Awards:

2nd place award for the most innovative technology student project in the *Anáhuac University* for the development of a mobile Internet portal, (Team Award).

1st place award for the best entrepreneur student project in the Faculty of Engineering at the *Anáhuac University*, (Graduation project).

### Scholarships:

- *Amandus H. Lundqvist Scholarship* (formerly known as *TU/e Talent Scholarship program*) for Master Studies in The Netherlands.
- Student excellence scholarship program for Bachelor studies in the *Anáhuac University*.
- National University of Mexico - *Universidad Nacional Autónoma de México (UNAM)* scholarship granted for high school studies.

### Achievements:

- Entrepreneur, business on biological ice-cream popsicles at *Capitan Paleta*.
- Volunteered at the *Festival of Games 2013*, in Amsterdam, the Netherlands.
- Volunteered at *9th Biennial Conference on Environmental Psychology* (September 2011) in Eindhoven, the Netherlands.
- Treasurer for the *Student Cultural Association Ultimate* at the *Eindhoven University of Technology (TU/e)*.
- Volunteered at the *International Student Society Common-Room* during my Master studies in the *TU/e*.
- Successfully organized the first *Moxhu Camp* in October 2009, in Mexico City, Mexico.
- Learned and adopted leadership facilitation attitudes and skills to improve and motivate the development of fellow team members, based on holistic methodologies.
- Learned to interact with multicultural teams, breaking language and cultural bridges, achieving effective communication, and productivity, based in short feedback loops.
- Learned additionally how to get along with distributed teams based on close communication.
- Achieved great expertise in Internet & mobile technologies.
- Achieved expert knowledge of mobile platforms (SMS/MMS apps/gateway, content delivery platform, billing and profile gateway, among others).
- Invited twice by the *Anáhuac University* to give a talk about my personal working experience to the students in their final semester.

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## Interests

Cooking. Music. Dancing. Swimming. Traveling. Meeting new people. Ice-cream maker. Life-hacker. Free software supporter, Entrepreneur. Startup lover.