

Javier Velasco Martín

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Goals

- o Design effective IT systems that balance the needs of the project's stakeholders with the user's experience.
- o Help development teams adopt User Centered Design processes.
- o Design usable interfaces for Human-Computer Interaction.

Experience

April 2004 - to date

Information Architecture Consultant
mantruc communication

Spring Semester 2004

Adjunct Faculty Instructor
(NMD102 - Fundamentals of Information Systems) Department of New Media
University of Maine

July 2003- to date

Content Administrator
Millenium Scientific Initiative, Ministry of Plannification and Cooperation,
Government of Chile.

2003 April - to date

Information Architect & Affiliate Researcher
Center for Web Research,
Department of Computer Sciences,
Universidad de Chile.

April 2002 - March 2003

Lead Information Architect
Copesa - Publishing Group.

December 1999 - March 2002

Web Designer/Lead Information Architect
MSM Interactive - nurun Chile.

July 1996 - November 1999

Director
mantruc comunicación
Web Design and Development,
Multimedia, Photography and
Graphic Design.
Corporate Identity, Posters,
Printouts.

Profile

I'm generally interested in human communication and particularly in how we can build information systems to enable new levels of communication.

I'm currently working as consultant, and have previously worked as in-house Information Architect for media groups and a design studio in Chile, in charge of the design of large Web and Intranet projects for leading companies in a variety of industries.

My experience has also reached the academia, as Associate Researcher at Universidad de Chile and Adjunct Instructor at the University of Maine.

I've also been permanently involved with the communities gathered around Information Architecture, as an active member of the international community and as founder of the Chilean group of Information Architects.

Major Projects

- o **Insurance Agent Application:** I recently collaborated on the design of an application for the agents of one of the largest Insurance Companies in the United States. This work developed under contract for Adaptive Path, one of the leading experience consulting firms worldwide. Our design streamlined their work, relieving frustration.
- o **La Tercera.cl Online Newspaper.** I was in charge of the design of the advanced features of Chile's most visited news portal. This involved the development of a taxonomy that provided access to several of the new tools that I designed for the site.
- o **Quebecorworld Chile Intranet.** I designed a complete control system for one of the largest print shops in Latin America; the system included modules for client management, budgeting and production orders, paper consumption control, employee attendance, and a billing process.
- o **Habitaria E-commerce.** A corporate website for a large construction company, this project included different access levels of company information and an e-commerce system for real estate. The product catalog included several views for each particular home un every project, and thorough documentation for home owners.

Other Projects

Ecommerce

- o Vinoscyt.cl. Concha y Toro's online wine shop.
- o Antartica.cl. Online bookstore.

Corporate Websites

- o *AFP Summabansander.* Retirement fund company.
- o *Tur Bus Division Carga.* Cargo company website and client services extranet.
- o *Banco Bice.* Banking website.
- o *VTR Telecom* company website.

Intranets

- o *Ericsson Chile.* Corporate Intranet.
- o *Goodyear Chile.* Corporate Intranet.
- o *AFP Summabansander.* CRM Intranet module.

Online Communities

- o *evolt.org.* International Web Developers Community.
- o *Santiago.cl,* Urban Community.
- o *Aifia.org,* International Institute for Information Architecture.

Board Memberships

LAInstitute.org

Institute for Information Architecture
Advisory Board
2002 - 2004

evolt.org

InternationalWeb Developers
Community
Steering Committee
1998 - 2003

LA & KM Masters Program

Kent State University, OH, USA
Advisory Board
2005

Comittees & Editorial Roles

Editor:

Boxes and Arrows Magazine,
2005.

Guest Editor:

Transactions on Information
Systems,
ACM, Feb 2005.

Publicity Co-chair:

First Latin-American Web
Congress, (November 10th -
22nd, 2003)
Organized by the Center for Web
Research, DCC, Universidad de
Chile, Santiago, Chile.

Technical Committee:

7th Information Architecture
Summit (2006)
Organized by ASIS&T.

Technical Committee:

6th Information Architecture
Summit (March 3 - 7th, 2005),
Montreal, Canada.

Technical Committee:

5th Information Architecture
Summit (February 27th - 29th,
2004), Austin, Texas, USA.

Professional Memberships

LAInstitute.org

Institute for Information Architecture
Charter Member
2002 - to date

evolt.org

Web Developers International
Community
Founding Member
1998 - to date

AIChile

Information Architects group in Chile
Lead Founder
2001 - to date

Presentations & Publications

Presentation:

“The Experience is the Message”

6th Information Architecture Summit
March 7th, 2005. Montreal, Canada.

Panel:

“University Digital Libraries Architecture in the International Scenario”

III International Conference on University Libraries
October 28-29, 2004. Universidad Nacional Autónoma de Mexico - UNAM - Mexico.

Published Article:

“Arquitectura de la Información y Usabilidad en la Web”

In collaboration with Dr. Ricardo-Baeza-Yates and Cuauhtémoc Rivera Loaiza
El Profesional de la Información Magazine, Berclona, Vol 13 N 3, 2004

One-day Seminar:

“Information Architecture and Usability for the Web: Designing the User Experience”

In collaboration with Dr. Ricardo-Baeza-Yates and Cuauhtémoc Rivera Loaiza
Center for Web Research, DCC, Universidad de Chile (June 2003)

Tutorial:

“Information (Architecture), Ubiquity and Usability: How to take advantage of the Web”

XVI Systems Engineering Workshop, Casapiedra, (July 15th 2003)
In collaboration with Dr. Ricardo-Baeza-Yates and Cuauhtémoc Rivera Loaiza

Posters:

Information Architecture & Social Communication: Twins?

5th Information Architecture Summit, Austin, TX. Feb 2004.

The User Experience from Design to Use, and Back: A Causal Model. Developed
with Dr. Ricardo Baeza-Yates

5th Information Architecture Summit, Austin, TX. Feb 2004.

Formal Studies

Mass Communication with specialization in **Graphic Design**

Escuela de Comunicación Mónica Herrera.
Degree September 1997

Advertising

Escuela de Comunicación Mónica Herrera
Degree September 1995

Primary, Middle and High School

Saint George’s College, Stgo. Graduated *Magna Cum Laude*, Class of 1992.
1st primary - Transfiguration School, Tarrytown, NY, USA.

Post-titles, Diplomas, Courses

“Human Ecology” (Dr. Humberto Maturana),
School of Social Sciences, Universidad de Chile, 1997.

“Advanced Photography I”,
School of Arts, Univesridad Catolica de Chile, 1997.

“Ornithology”, (Dr. Michel Salaberry),
School of Science, Univesridad de Chile, 1998.

“Complexity, Autonomy and Consciousness”,
Rectoral Cathedra, Universidad de Chile, 1999.

“Information Systems Law” SIE525
Department of Spatial Engineering, University of Maine