

DANIEL SERRANO-BAQUERO

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EXPERIENCE (contd.)

- Implemented selected front-end design alternative, collaborating with two developers responsible for backend development.
- Presented design concepts and development progress to team members.

Indupalma, Bogotá, San Alberto, Colombia

Jan. 2005 – Jul. 2007

Information Technology Engineer

- Collaborated with multi-disciplinary teams to design a mission critical handheld data capture application.
- Performed and documented an on-site task analysis for data capture application.
- Designed and implemented functional prototypes on a Pocket PC platform.
- Conducted preliminary usability testing with end users.
- Trained 35 end-users (non-computer literate agricultural workers) through field and classroom exercises.
- Created trend analysis reports that cut information delivery times by 75%.
- Collaborated with multi-disciplinary team to nominate and obtain the Colombian Award for Quality in Management.

Incubeit, Bogotá, Colombia

Sept. 2003 – Dec. 2004

Development Engineer

- Designed and implemented a mobile phone application for logistics fleet management.
- Trained 15 end-users (system administrators, drivers) in mobile phone application.
- Collaborated with client to produce requirements for a handheld sales assistant.
- Designed and implemented user interfaces for mobile and web applications.
- Prepared software development documentation required for ISO9001 quality certification.

ACTIVITIES

- Associate member of the Human Factors and Ergonomics Society.
- Active member of CHI Atlanta, local chapter of ACM Special Interest Group on HCI.
- Member of the executive committee that organizes the annual Georgia Tech Auto Show