

ARTURO PELAYO

(847) 890 9180 Arturo.Pelayo@gmail.com www.mediaalchemy.org

Usability, Interaction Design, Social Media, iPhone Developer and Instructional Designer.
Fluent in Spanish, English with advanced professional proficiency in German and French.

EXPERIENCE:

2008 SOCIAL MEDIA & WEB STRATEGY

Consultant to CEO, Global Customer Services: Intranet Benchmarking Forum – 2008/ 8-10

London, England

Consultant to CEO, Design for Social Impact: Dr. Paul Polak, DREV (NPO) – 2008/ 6-now

San Francisco, CA. USA

- Designed, implemented and conducted training on Social Media, Search Engine Optimization.
- Directed key marketing and rapid customer service activities including: segmentation, targeting, coaching, people-powered customer service, search engine analytics, etc.
- Ensured implementation of internal communication campaigns by introducing micro-blogging and development of design-based & research-oriented instructional strategies.

Instructional Designer, The Chicago Convergence (NPO) – 2008/ 5-now

Chicago, IL. USA

- Consulting directly to Chairman & Executive Director. Developed Website, instructional materials.

Social Media Evangelist, The Scholar Ship – 2007/ 3 – 2008/6

(A multi-country study abroad program based on a cruise ship by UC Berkeley & 6 other academic stewards through China, Australia, New Zealand, French Polynesia, Ecuador, Panama, Portugal and Greece).

- Led 200+ international community (55+ Countries & over 65 languages).
- Devised and Implemented end-to-end participant-powered social interaction through Social Networking tools with 90% adoption and accelerated networking by 7 months.
- Developed and recorded the first ever Higher Education Podcasting Series “NautiCast”, syndicated in iTunes U with participation of leaders from the United Nations, NPOs, and NGOs.
- Led advance creation of 12+ student organizations. Highlights: Model of United Nations, Social Justice Group, Oxfam Hunger Banquet Simulations, Charity Drive –collecting USD\$13,000 for projects in Africa.

2006 WESTERN ILLINOIS UNIVERSITY: PODCASTING SERVICES.

Macomb, IL. USA

Instructional Designer & Podcasting Evangelist, iTunes U – September 2006 to January 2008

- Directed cross-functional, inter-departmental effort to train Faculty, staff and students.
- Organized customer focus sessions. Identified and recommended key customer needs for podcasting service.
- Defined usability and user experience guidelines for podcasting, including accessibility mandates.

2005 SIEMENS HEALTHCARE: NUCLEAR SYSTEMS ENGINEER.

Hoffman Estates, IL. USA

Symbia, c.Cam and e.Cam Multi Modality Imaging Research – September 2005 to June 2006

- Redesigned USD\$12.3M engineering research lab layout and usability guidelines for unprecedented yearly savings in efficiency opportunity, at least increasing productivity by 60% by reducing scheduling conflicts 80% among other benefits.
- Developed IEEC testing and validation of Image Quality for new generation of detectors, allowing system sales in the People’s Republic of China.
- Supervised and managed agreements between Siemens subcontractors for Electrocardiogram modules.

Siemens Energy & Automation – Materials Engineer – 2005

Mundelein, IL. USA

- Led USD\$3M monthly purchasing budget for lighting product line.

EDUCATION

2006-2008 **WESTERN ILLINOIS UNIVERSITY**

Macomb, IL USA

- Master in Instructional Design. Interaction Design & Social Media. May 2008.
- Excellence in Multicultural Leadership and Diversity, 18th Annual Affirmative Action Award. 2007

2007 **UC BERKELEY: INTERNATIONAL COMMUNICATIONS**

Sydney, Australia

- IIE scholarship recipient for The Scholar Ship multi-country study abroad program.
Backed by UC Berkeley and accredited by Macquarie University, Australia.

2000-2005 **WESTERN ILLINOIS UNIVERSITY: B.S. PHYSICS**

Macomb, IL USA
Erlangen, Germany
Munich, Germany

- Internship Abroad (2003): Materials Research & Development at Siemens Healthcare.
- Summer Abroad (2001): DAAD Scholar at Technische Universität München.
- Completed degree while working 20 hours per week as Distance Learning Teaching Assistant, Database developer, Content Developer and Research Assistant.
- Executive Leadership: President, Vice President and PR Manager of 600+ member International Student Organization; Student Chair for Campus Quality of Life Strategic & Implementation Committee of WIU.

ADDITIONAL DATA

- Speaker: “Catch the next wave: International Education in an age of Social Media” at the Annual International Education Administrators Conference (AIEA) in Washington, D.C. February 2008.
- Seasoned coach and speaker for the College of Education and Human Services. Facilitated Race Relations & Cultural Identity lectures and multicultural leadership workshops across Law Enforcement, Education and Political Science majors now to over 400 students.
- Passionate for Social Justice and tech savvy Media Alchemist.
- Learn more about me on my online candidate profile website: www.mediaalchemy.org

1997-2000 **Instituto Tecnológico y de Estudios Superiores de Monterrey.**

Guadalajara, Mexico

- Entrepreneurship & Creativity Award: ITESM Entrepreneurship Fair: Best Product & Business plan.