

**Summary**

HCI Design master's student seeking internship in user experience design or related field for summer 2012. Professional experience in areas including SEO, pay-per-click campaign management, and copywriting. Former experience as a psychology research assistant.

**Education**

**M.S. Human-Computer Interaction Design**, 2011 - 2013 (Expected)

Indiana University, Bloomington, IN

**B.A. Psychology, Philosophy, and Criminology**, 2005 - 2009

University of Miami, Coral Gables, FL

**Designs**

**Watch the Table:** A system to help blind people locate items on restaurant tables.

*Involved: secondary research, sketching, interviews, prototyping, usability testing.*

**Google Reminder Feature:** An reminder-to-contact feature for multiple Google systems.

*Involved: exemplar research, brainstorming, sketching, prototyping, usability testing.*

**FridgeMan:** A video game that is intended to promote healthy eating among children.

*Involved: exemplar research, literature review, sketching, rationale, presentation.*

**PIT Website:** Website for a student group at Indiana University that promotes inclusivity.

*Involved: requirements analysis, exemplar research, sketching, wireframing, coding.*

More design portfolio items available at [www.gerryalvarez.com](http://www.gerryalvarez.com).

**Work**

**Website Administrator**, February 2010 - March 2012

**Hollywood Collectibles**, Hollywood, FL (Remote Work)

- Helped 100+ company web pages to achieve top positions on Google, Yahoo, and Bing search engine queries using various search engine optimization strategies
- Generated traffic and sales for website by managing company's website content, Facebook page, blog, press release accounts, and Google AdWords account
- Increased the click-through rate of company's AdWords ads from 0.50%- to 2.00%+

**Other Work:** Data Entry (2011), Tutor (2008), Computer Lab User Assistant (2005-2007)

**Research**

**Research Assistant**, August 2007 - May 2008

**University of Miami Department of Psychology**, Coral Gables, FL

**Aversive Interpersonal Events Study**, Dr. Michael McCullough

- Produced essential research data by systematically analyzing the facial expressions of over 100 participants whose faces had been videotaped while giving speeches
- Facilitated research process by recruiting participants and proctoring research materials including intelligence tests, questionnaires, and essays

**Honors**

**Diversity Award Full Tuition Fellowship**, 2011 - 2012, Indiana University

**Outstanding Undergraduate Student in Philosophy**, 2009, University of Miami

**Bowman Ashe 75% Tuition Scholarship**, 2005 - 2009, University of Miami

**Certificate for Exceptional Performance**, 2006, University of Miami, IT Department

**Design Toolbox**

Sketching  
Affinity Diagrams  
Mind Maps  
Personas  
Interviewing  
Wireframing  
Prototyping  
Usability Testing  
Heuristic Evaluation  
Storyboarding

**Software**

Adobe InDesign  
Adobe Illustrator  
Microsoft Office

**Coding**

(X) HTML  
CSS