

Investigación en interacción humano - computador



Carmen Gerea, candidata PhD
Profesora guía: Valeria Herskovic, HAPLAB

06.07.2021

Presentaciones

- Bachelor of Business Administration, Quebec, Canadá
- Magíster en Diseño Avanzado, PUC
- Rumania ✈ Francia ✈ Canadá ✈ Chile
- Fundadora de FREED, Consultora
- Ex-Movistar, Sura
- Actualmente candidata a PhD - Computación - Interacción Humano - Computador, PUC





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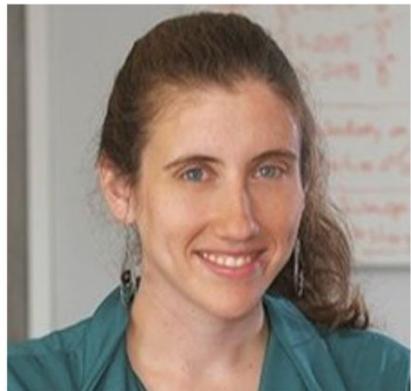


Interdisciplinary Research

Healthcare. Medical Education. Medical wearables. Computer Science Education. Academic Trajectories. Process Science.



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Interacción Humano - Computador (HCI)



La interacción hombre-computadora (HCI) - área de investigación y práctica que surgió a principios de los 1980, inicialmente como un área de **especialidad en informática que abarca la ciencia cognitiva y la ingeniería de factores humanos.**

Surge principalmente en torno a la usabilidad.

Tanto la usabilidad como el área HCI han evolucionado.

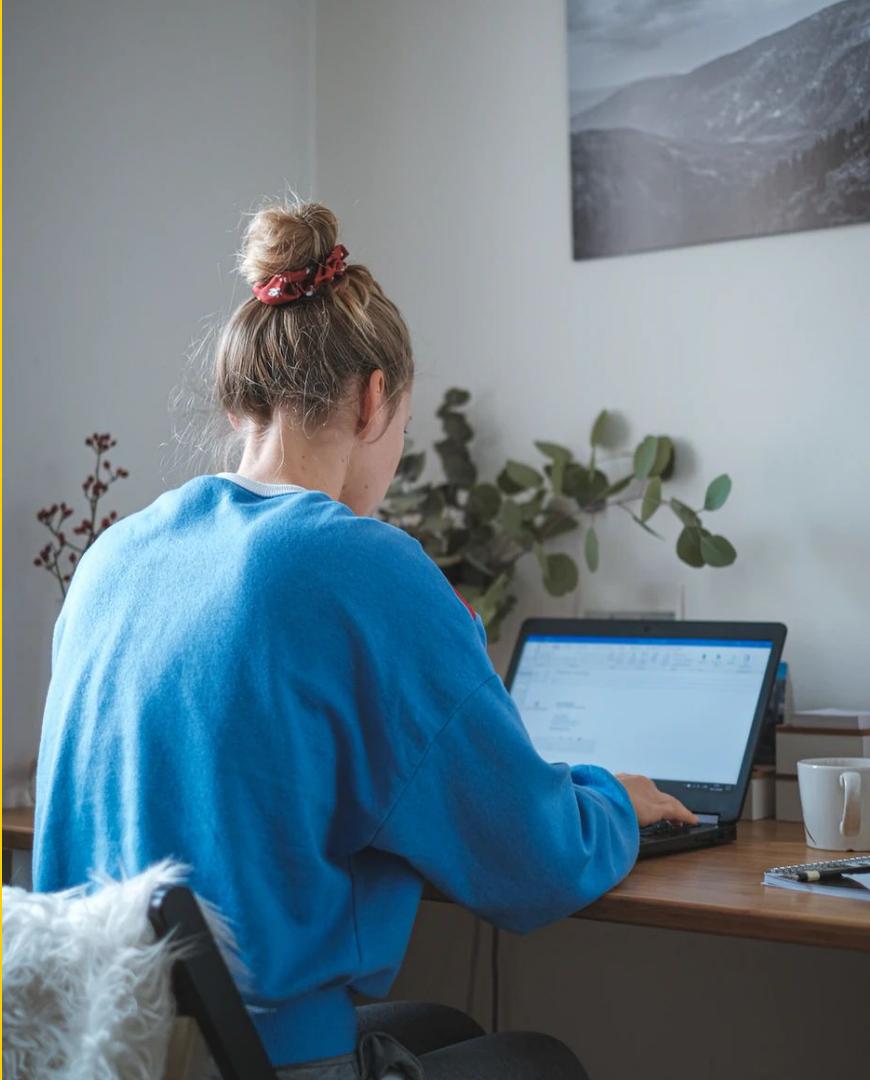


“HCI se encuentra en la intersección entre el comportamiento social y las tecnologías de la información/computación.”

“Se preocupa de comprender cómo las personas hacen uso de los dispositivos y sistemas y cómo éstos pueden ser más útiles y usables.”

“HCI busca analizar y diseñar interfaces de usuario y también nuevas interfaces tecnológicas.”

John M.Carroll, Virginia Tech, HCI Multidisciplinary Models, Theories, and Frameworks: Toward a Science



¿Dónde nos situamos?

Campo interdisciplinario

De manera simplificada, en la academia hablamos más de HCI, en la industria más de User Experience (UX).

The Disciplines of
User Experience Design



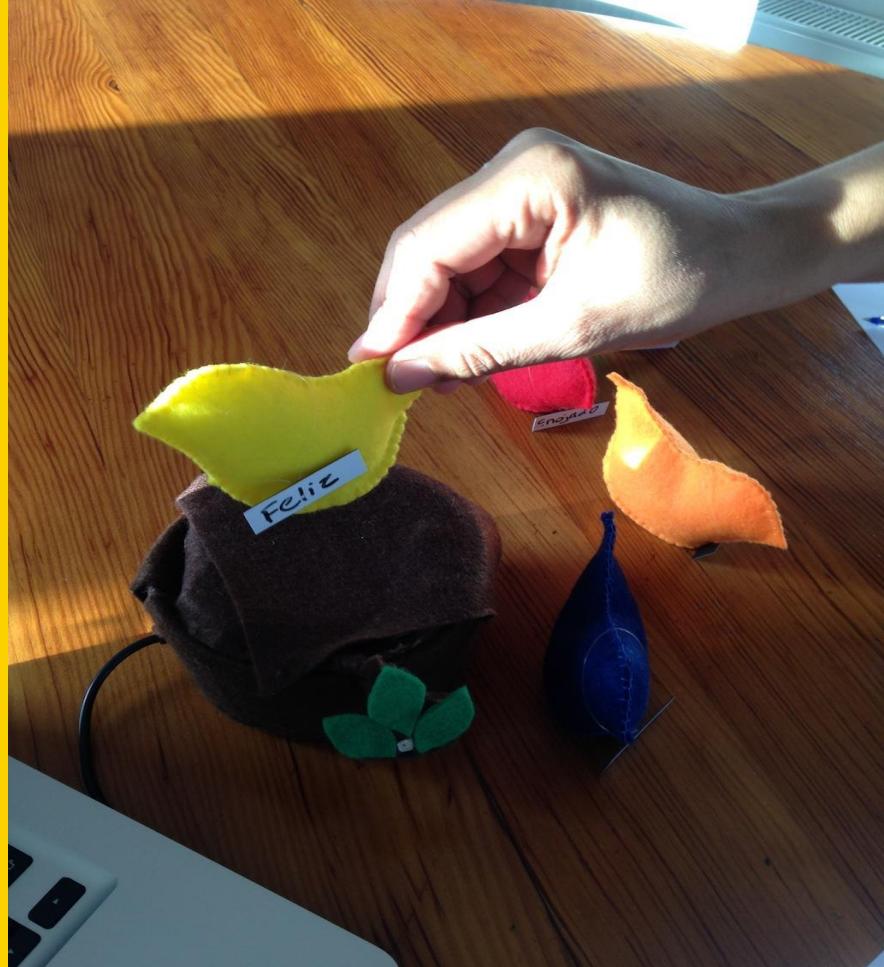
Qué hacemos

Investigación aplicada

Algunos

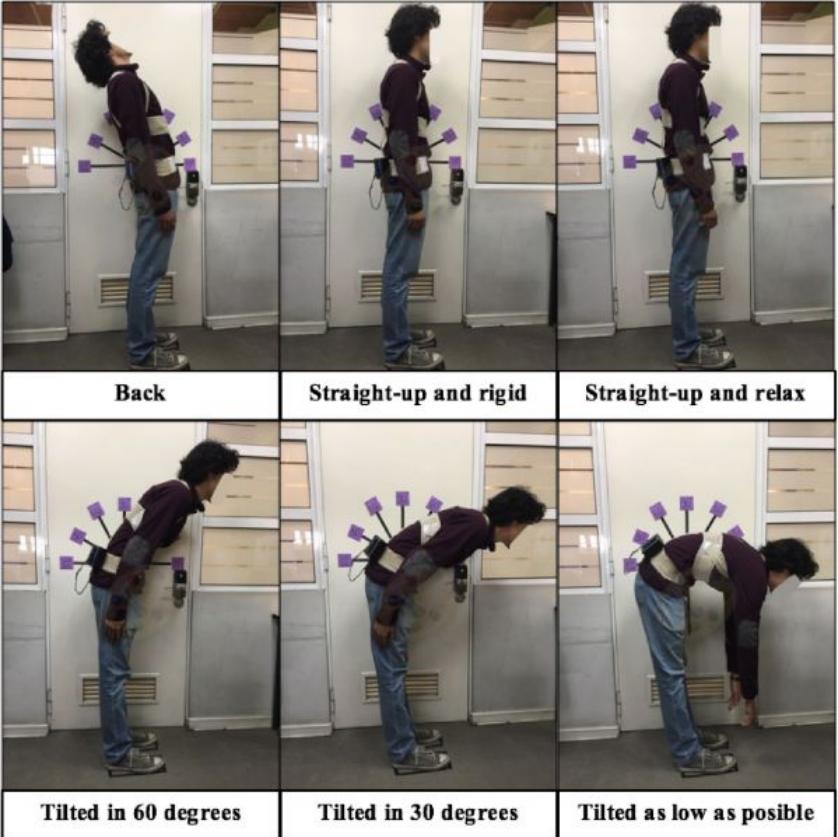
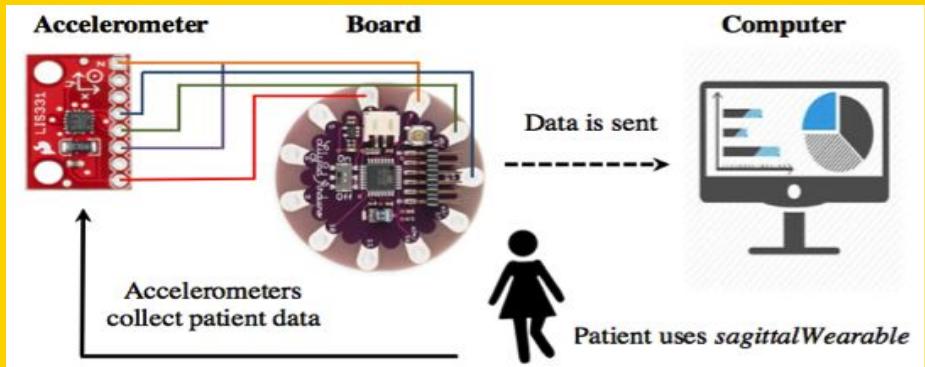
Proyectos desarrollados

- Interfaces tangibles.
- Interfaces ambientales.
- Interfaces móviles.
- Estudio de redes sociales (Facebook).



Algunos

Proyectos desarrollados



Proyecto Gabriela Cajamarca, PhD (c) , Wearable para determinar la inclinación en deformidades de la columna.

Sistemas colaborativos para comunidades de práctica



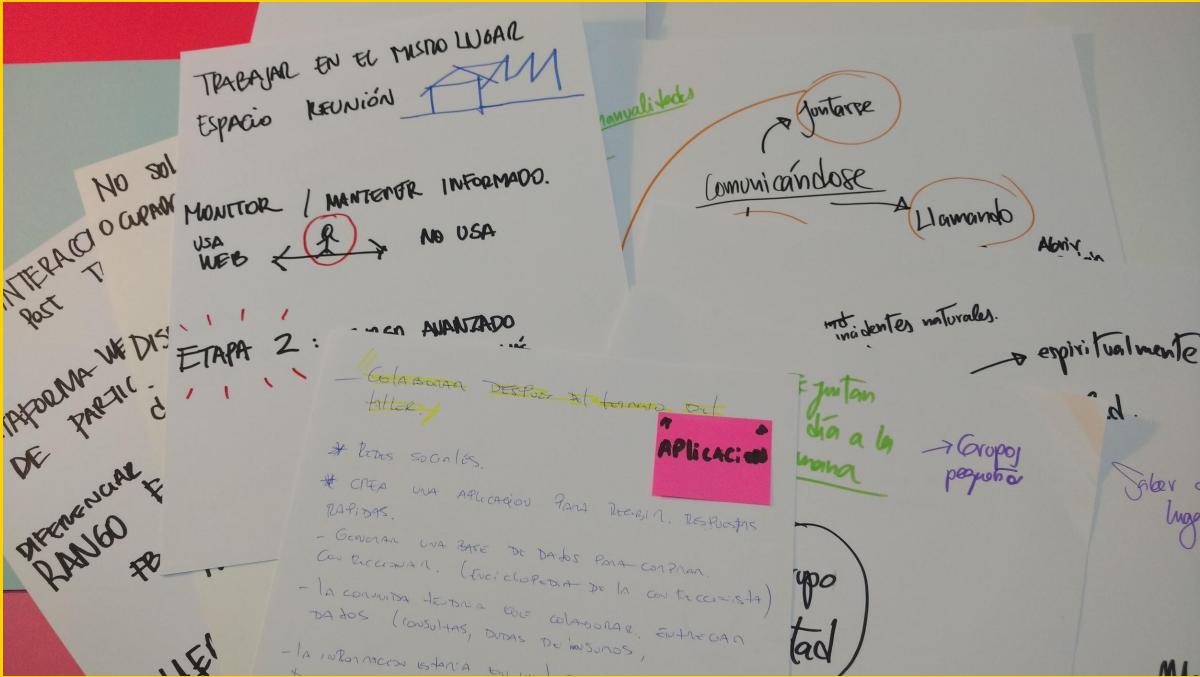
Sesión de co-diseño:

a partir de los desafíos previamente identificados, los usuarios están involucrados en la ideación y el prototipado, en vez de imponerles soluciones.



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Evaluar la experiencia del usuario - cliente (UX - CX)

- Entorno más complejo
- Necesidad de facilitar el trabajo de los profesionales

SHORT-PAPER

Measuring User Experience in Latin America: An Exploratory Survey

Carmen Gerea, Valeria Herskovic

CLIHC '15: Proceedings of the Latin American Conference on Human Computer Interaction • November 2015, Article No.: 19, pp 1–4 • <https://doi.org/10.1145/2824893.2824914>

User experience (UX) is a relatively new field of research and practice. There have been several attempts to define the scope of UX and to explore if UX is measurable and how. Some studies have analyzed cultural differences in regards to UX. However, no ...

3 452

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Omnichannel Customer Experience and Management: An Integrative Review and Research Agenda

by Carmen Gerea, Fernanda Gonzalez-Lopez and Valeria Herskovic

Sustainability 2021, 13(5), 2824; <https://doi.org/10.3390/su13052824> - 05 Mar 2021

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Abstract In a highly competitive landscape, adopting an omnichannel approach might lead to a market advantage in terms of acquiring and retaining customers, as well as a means to ensure business sustainability. Omnichannel organizations situate the customer at the core of their interaction. However, [...] [Read more](#).

(This article belongs to the Special Issue [Multichannel and Omnichannel Retailing: Latest Advancements and Further Challenges](#))

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Oportunidades profesionales

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Amazon Web Services (AWS)
Gran Santiago, Región Metropolitana de Santiago, Chile

Promoción de E. Alcántara

Qualifications

Required Qualifications:

- Track record in research areas in deep learning, such as graph neural networks, knowledge graphs, NLP, computer vision, responsible AI as evidenced by at least 2 publications in academic conferences and/or open code contributions OR: 4+ years of relevant industry experience realizing cutting-edge research into product innovation.
- Hands on experience with deep learning frameworks such as PyTorch, Tensorflow, etc.
- Excellent written and verbal communication skills and the ability to simplify and explain complex ideas.
- Excellent research skills with the ability to break long term research goals into achievable milestones. Ability to clearly articulate the problems and explore related solutions.
- Teamplayer,confidentandenthusiastic;Proven partner engagement and cross-team collaboration skills

Preferred Qualifications

- Proven publication record in top-tier venues. Examples include but are not limited to ICML, NeurIPS, ICLR, EMNLP, ACL, NAACL, KDD, AAAI, etc.
- Experience with large-scale data processing tools
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- Expert knowledge in security, reputation systems, anti-fraud systems, phish detection technologies, and social engineering research

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• Internet

Contactos

 12 contactos

 6 antiguos empleados

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Minimum qualifications:

- Bachelor's degree in Computer Science, related technical field, or equivalent practical experience.
- Experience as a technical sales engineer in a cloud computing environment or equivalent experience in a customer-facing role.
- Experience in one of the following: cloud migration, disaster recovery, application/servers assessment and discovery.
- Experience in data center architectures and components.

Preferred qualifications:

- Master's degree or PhD in Engineering, Computer Science or related technical field.
- Experience in advanced areas of networking, including Linux, software-defined networking, network virtualization, open protocols, application acceleration and load balancing, DNS, virtual private networks and their application to PaaS and



phd UX

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UX Researcher III

crystal Equation

Crystal Equation Corporation
Redmond, WA

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**Director of UX Research**Nielsen
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Arlington, VA

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Tendremos en cuenta tus opiniones para mejorar la
búsqueda de empleo.**Basic Qualifications**

- BS in HCDE, Human Factors, Cognitive Psychology, or similar
- 7+ years professional experience in related field.
- End-to-end experience with all aspects of research (study design, recruiting, moderation, analysis, reporting).
- Knowledge of the field of human-computer interaction, experimental design, observational and field methods and data analysis.

Basic Qualifications

- PhD or equivalent Master's degree plus 5+ years of research experience in a quantitative field
- 3+ years experience investing the feasibility of applying scientific principals and concepts to business problems and products
- Demonstrated ability to successfully deliver against role responsibilities, working with minimal guidance and direction in a fast-pace environment.
- Strong portfolio of past work experience and deliverables: demonstrating impact, including generative and evaluative research, and showing track record of managing and executing large research efforts from start to finish.

Preferred Qualifications**PREFERRED QUALIFICATIONS**

- Graduate degree in Human Factors, HCDE, or Cognitive Psychology.
- Strong grasp of quantitative data analysis and statistics.
- A portfolio demonstrating past work experience and deliverables (e.g.: white papers, case studies, study design documents, reports).
- The ability to understand, analyze, and interpret complex data
- The ability to manage ambiguity, work autonomously, and multi-task in an agile environment.
- Excellent communication, presentation, interpersonal, and analytical skills; the ability to communicate complex concepts clearly and persuasively across different audiences and varying levels of the organization.
- Demonstrated ability to coordinate projects across functional teams, including engineering, merchandising, design, marketing, finance, and operations.
- Demonstrated thought-leadership with a passion for translating data into action.
- A thorough understanding of the relationship between business, technology and user experience and role of user research.

Company - Amazon.com Services LLC

Job ID: A1444688



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Head of Geo UX Research, Experiences

Google

Nueva York, NY

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Lead UX Designer

Visa

Austin, TX

Minimum Qualification

- Currently has, or is in the process of obtaining, a PhD in the field of Human Computer Interaction (HCI), Psychology, Human Factors or a related field
- 2+ years experience conducting academic research on human interactions with technology applying a wide variety of research methods
- 1+ years of experience in owning the end-to-end research process of planning, recruiting, executing/facilitating, analyzing, and reporting the insights
- 1+ years of experience in building prototypes in VR or AR (e.g., Unity, Unreal Engine, or C#)
- Communication skills
- Interpersonal skills: cross-group collaboration and cross-culture collaboration
- Must obtain work authorization in country of employment at the time of hire, and maintain ongoing work authorization during employment

Preferred Qualification

- Experience in conducting human behavior research for haptic and tangible interactions
- Knowledge of a set of quantitative (statistical) and qualitative research methods
- Peer-reviewed publications in related journals (e.g., IEEE Transaction on Haptics, HFES) or conferences (e.g., CHI, IEEE VR)
- Industry internship experience

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Experience Design Lead (Los Angeles, CA)

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Visiting Researcher, User Experience (PhD)

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Promocionado · 0 solicitudes



Head of Geo UX Research, Experiences

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Nueva York, NY

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Lead UX Designer

Visa

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Qualifications

- Graduate studies in design, interaction design, human computer interaction, human factors, psychology, anthropology, graphic design or a related discipline focused in social science and design communication;
- Masters or PhD in Anthropology, Ethnography, Social Sciences, Design or other related fields preferred;
- Minimum 5 years of experience with the user centered design (UCD) process.
- This is not an advertising or UX role. We are seeking an individual with deep knowledge of experience design, design strategy, service design, and customer experience design strategy beyond interfaces and technology design;
- Exposure to design research techniques such as ethnography, contextual inquiry, user interviews and usability testing, as well as in-depth practice incorporating findings from research studies into the experience design process;
- Healthcare experience preferred (work with patients, physicians and other healthcare providers);
- Portfolio showcasing evidence of strong presentation and other design work;
- Applied experience with various design research techniques such as ethnography, contextual inquiry, user interviews as well as in-depth practice incorporating findings from research studies into the experience design process and facilitating sessions with a variety of stakeholders;
- Comprehension of standard information architecture and design models.

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Natural Language Processing



AR/VR Future Technologies



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Programming Languages



Computer Vision



Security and Privacy



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Social and Economic Policy



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PhD in Computer Science, Expert in the fields of Machine Learning & Research Associate of Harvard University.



MATÍAS MUCHNICK

Entrepreneur, B.S. in Economics with Post-graduate studies in the University of Berkeley and Harvard.



PABLO ZAMORA PhD

Biochemist with a PhD in Biotech, expert in the fields of Plant Genomics.

