

Barbara Hidalgo-Sotelo, PhD

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Team-minded, charismatic project manager and cognitive scientist with 10 years' experience combining disciplined creative and impassioned analytical skills to get things done. Author of peer-reviewed papers on predictive modeling of human visual attention with over 5 years' experience consulting on software products for business management and healthcare industries. An innovative, hyper-motivated problem solver who thrives in fast-paced, collaborative environments.

PROJECT MANAGER

INFLECTIVE, INC. • AUG 2017 TO MAY 2019

Led business transformation projects involving vendor selection for an electronic billing solution at a risk management company. Defined metrics and maintained issue logs during solution implementation. Routinely presented project status to senior management. Principally collaborated by teleconference and cloud-based tools.

RESEARCH PROJECT MANAGER

MEDIASCIENCE, AUSTIN TX • FEB - JULY 2017

Managed and presented custom consumer neuroscience studies using eye tracking and facial action coding for media industry clients in cross-platform environments.

TECHNICAL CONSULTANT

PERSIS CONSULTING • 2014 TO 2017

Delivered strategic improvements to collaboration software for more intuitive and effective user experience. Managed QA testing of enhancements and end-to-end processes.

RESEARCH ENGINEER/SCIENTIST

UNIVERSITY OF TEXAS AT AUSTIN • 2013 TO 2016

Designed software for a longitudinal study on language development in bilingual school-age children. Implemented data management and analysis protocols. Supervised non-technical personnel charged with maintaining dataflow integrity.

POST-DOCTORAL ASSOCIATE

MASSACHUSETTS INSTITUTE OF TECHNOLOGY,
CAMBRIDGE, MA • 2011 TO 2012

Developed psychophysics experiments on visual attention in stereoscopic scenes. Managed purchase and setup of eye tracker. Wrote a wiki with protocols to facilitate usage.

INSTRUCTOR: VISUAL COGNITION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY,
CAMBRIDGE, MA • AUG - DEC 2011

Taught an undergraduate course in the Department of Brain and Cognitive Sciences.

SKILLS

Technology

Excel, PPT, Visio, Project / Mac and PC /
Google Apps / Slack / Trello / Jira / Cisco
Webex, Zoom, GTM / Tableau / Python, R.

Business

Issue, risk and dependency tracking /
Strong problem-solving and analytic
aptitude / Gantt project planning / Detail-
oriented multitasking.

Communication

Fluent in Spanish / Strong collaborative
approach to managing people and projects
/ Enthusiastic, composed, articulate.

EDUCATION

Doctorate in Cognitive Science

Massachusetts Institute of Technology
September 2010

B.S. in Electrical Engineering

B.S. in Biology

University of Texas at Austin
May 2003

AWARDS

Graduate Research Fellowship

National Science Foundation
Awarded 2005-2008

Presidential Graduate Fellowship

Picower-Leventhal Foundation
Awarded 2004-2005

Big 12 Conference

Commissioner's Honor Roll
Awarded 2000