

ARTURO PELAYO

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Fluent in Spanish, English with advanced professional proficiency in German and French.

EXPERIENCE:

2010 TECHNICAL WRITER

Instructional Designer for Siemens Healthcare Diagnostics at Knowledge Anywhere, Inc. – 2010/5-P Glasgow, DE. USA

- Latin America Manager for localizations of instrument training including ADVIA Centaur CP and Dimension RxL on Siemens' proprietary Learning Management System called "Personalized Education Plan (PEP)".

2009 WORKFORCE DEVELOPMENT TRAINER

Instructional Designer at Oregon Health & Sciences University – 2009/ 5-7 Portland, OR. USA

- Designer for "Multicultural Competence Foundations" training program for a 7,400+ workforce.

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/ May-September Chicago, IL. USA

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

Social Media Lead, 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).

- 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, Oxfam Hunger Banquet simulations, collected USD\$13,000 for projects at The African Child Initiative in Nairobi, Kenya.

China
Australia
New Zealand
Ecuador
Panama
Portugal
Greece

2006 WESTERN ILLINOIS UNIVERSITY: PODCASTING SERVICES..

Instructional Designer & Podcasting Trainer, iTunes U – September 2006 to January 2008 Macomb, IL. USA

- 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.** Schaumburg, 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, increasing productivity by at least 60%, reducing scheduling conflicts by 80% among other benefits.
- Developed IIEC 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 (ECG) modules.

Siemens Energy & Automation – Materials Engineer – 2005

- Led USD\$3M monthly purchasing budget for lighting product line. Mundelein, IL. USA
- Generate purchase orders and monitor purchase order status, PR reports and weekly PO registers.

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**

- Internship Abroad (2003): Materials Research & Development at Siemens Healthcare. Macomb, IL. USA
- Summer Abroad (2001): DAAD Scholar at Technische Universität München. Erlangen, Germany
- 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. Munich, Germany
- Completed degree while working 20 hours per week as Distance Learning Teaching Assistant, Database developer, Content Developer and Research Assistant.

ADDITIONAL DATA

- **Media & Arts Advisory Board Member:** Lifeboat Foundation, December 2010 - Present.
- **Collaborator: The Designers Accord Education Toolkit** October 2009. San Francisco, USA.
- Speaker: “Design is Diplomacy” at the 2010 Design Research Conference by the Illinois Institute of Technology | Institute of Design in June 2010. Chicago, IL. USA
- Speaker: “All Minds on Deck” at the 2010 h+ Conference by Humanity Plus hosted at Harvard University in July 2010. Cambridge, MA. USA
- Speaker: “Catch the next wave: International Education in an age of Social Media” at the Annual International Education Administrators Conference (AIEA) in 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. Washington, D.C. USA
- Recipient of Entrepreneurship & Creativity Award: ITESM Entrepreneurship Fair: Best Product & Business Plan. ITESM. 1997-2000. Macomb, IL. USA
- Recipient of Entrepreneurship & Creativity Award: ITESM Entrepreneurship Fair: Best Product & Business Plan. ITESM. 1997-2000. Guadalajara, Mexico