

## ARTURO PELAYO

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Fluent in English and Spanish; working knowledge of French and German.

**SUMMARY:** Global digital media professional with strong multidisciplinary high-tech background. Experienced technical writer, social media producer, web strategist and educator with prior work in United States, Mexico and Germany. Work experience and speaking engagements with Autodesk, Siemens, Core77 and The Designers Accord.

### EXPERIENCE:

2011 **Matternet, Co-Founder, August 2011**

- Co-founded a widely-acclaimed Singularity University start-up focused on bringing transportation infrastructure for the developing world, [www.matternet.net](http://www.matternet.net)
- Led Matternet media team responsible for Internet, print and social media messaging.
- Responsible for innovation, design and creativity among team members.

2011 **2041-For the Preservation of Antarctica, Communications Officer, March 2011**

- Participated in the 2011 Educational Base Mission to Antarctica.
- Served as diplomatic liaison between Russian, Chilean and Chinese bases and coordinated communication among the parties.
- Liaised with China Light and Power (CLP) to ensure successful upgrades to all educational base energy sources, including solar, wind and solid-state weather station.
- Created educational podcasts for use in K12 and Higher Education on topics of renewable energy, climate change and sustainability.
- Led social media engagement via @IAE11 on twitter and Facebook.

2011 **Knowledge Anywhere/Siemens Healthcare, Technical Writer, May 2010-2011**

- Led Instructional Design for Siemens Healthcare Diagnostics' Global Product Education (GPE) Team.
- Managed localization for Latin American Spanish and Brazilian Portuguese for end-customer training materials of seven product families using Siemens' Personalized Education Plan (PEP) proprietary Learning Management System.

2009 **Oregon Health & Sciences University, Workforce Trainer, May-July 2009**

- Led Instructional Design for compulsory "Multicultural Competence Foundations" training program for a 7,000 member employee workforce.

2008 **Western Illinois University, Podcasting Trainer, June 2006 - January 2008**

- Designed and delivered training for +12,000 Faculty, Staff and Students using Apple iTunesU Podcasting platform.

- 2005 **Siemens Healthcare, Nuclear Systems Engineer**, September 2005 - June 2006
- Developed IEEC testing and validation of Image Quality for new generation of detectors on Symbia SPECT+CT product family, allowing system sales in the People's Republic of China.
  - Supervised and managed agreements between Siemens subcontractors for Electrocardiogram (ECG) modules.
- 2005 **Siemens Energy & Automation, Materials Engineer**, June 2005 - September 2005
- Led USD\$3M monthly purchasing budget for lighting product line.

## **EDUCATION:**

- 2011 **Singularity University**, Graduate Studies Program
- Attended this NASA and Google sponsored graduate program dedicated to using advanced science and technology to address humanity's grand challenges.
  - Completed coursework in artificial intelligence, nanotechnology, synthetic biology, genomics, robotics, global health, space and energy.
- 2008 **Western Illinois University**, Master of Science in Instructional Design
- Completed rigorous multi-country sea-faring study abroad program accredited by UC Berkeley and Macquarie University in Sydney, Australia.
  - Devised and Implemented end-to-end participant-powered social interaction through Social Networking tools with 90% participant adoption. Accelerated networking of +200 international community from +55 countries and +65 languages by seven months.
  - Led the 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.
  - Developed and recorded Higher Education Podcasting Series "NautiCast", syndicated in iTunes U with participation of leaders from the United Nations, NPOs, and NGOs.
- 2005 **Western Illinois University**, Bachelor of Science, General Physics.
- Completed an Internship in Materials Research and Development at Siemens Healthcare, Erlangen, Germany, 2003.
  - Received DAAD German Government Scholarship for "High-Tech in Old Munich," a technology, language and culture course hosted at Technische Universität München. Munich, Germany, 2001.
  - Served as President of 600-member student International Friendship Association.

**ADDITIONAL:** Further Information Available at **ArturoPelayo.com**