

Ruy Cervantes

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Summary

Multidisciplinary background in innovation studies, computer supported collaborative work, human-computer interaction, design, engineering, and anthropology.

Solid experience researching technology innovation and entrepreneurship.

Ample experience conducting research in highly technical environments, including software development and electrical engineering.

Education

University of California, Irvine 2013

Ph.D. in Informatics, with Prof. Bonnie Nardi

UCMEXUS-CONACYT Fellow 2007-2012

Instituto Tecnológico y de Estudios Superiores de Occidente (ITESO), Mexico 2004

Bachelor of Engineering, Computer Systems

Research Experience

Innovation Infrastructures to Transform the Mexican Internet Industry 7/2010–6/2013

Dissertation Research, with Prof. Bonnie Nardi

University of California, Irvine

Ethnography of the startup community in Mexico to understand the social and technical infrastructures created by entrepreneurs build a startup culture. Conducted extensive observations and qualitative interviews, across diverse social media and face-to-face settings. The project explained how entrepreneurs in a country with little precedent for technology innovation are using new resources, including social media and internet resources, new methodologies and practices, to create a business environment and culture conducive for innovation.

One Laptop Per Mexican Child? Technology Access and Digital Literacy for the New Generation

Research Assistant, with Prof. Mark Warschauer 9/2009–6/2010

University of California, Irvine

Case study of laptop usage in Mexican elementary schools, investigating the sociotechnical infrastructures that support laptop usage in resource-constrained environments. Extensive observations and interviews of educational practices. Findings published in ACM's CHI conference.

Embodied Social Proxy (ESP)

7/2009–9/2009

Research Intern, with Gina Venolia and John Tang

Microsoft Research, Redmond

Mixed method study to evaluate a telepresence device to improve collaboration in distributed teams of developers across Microsoft. Conducted and analyzed extensive observations and qualitative interviews. Findings published in ACM's CHI conference.

Experience Sharing among the Next Generation of Electrical Engineers

9/2009–6/2009

Research Assistant, with Prof. Bonnie Nardi

University of California, Irvine

Qualitative user study of electric engineers' practices to share their experience about experimental procedures. Conducted and analyzed extensive observations and interviews. Designed the architecture of a system to support experimental experience sharing.

Entrepreneurship**CasasyTerrenos.com**

6/2011 to date

Mexican startup creating a leading real estate website. Technical advisor and partner. Conducted market and user research to define the product roadmap, advised on the technical architecture of their new products, and recruited to grow the technical team.

HackerGarage.mx

2/2011 to date

Founder of the first hackerspace in Guadalajara, Mexico.

Startup Weekend Guadalajara, Mexico

6/2011 and 2/2012

Principal Organizer.

Work Experience**YellowPages.com, Glendale, CA**

6/2008–8/2008

Research and Development Interaction Design intern. Designed a concept platform for increasing the value of Yellowpages.com for small businesses.

Satyam Computer Services Ltd. Chennai, India

6/2005–5/2006

Software engineer/Technology analyst at the Business Intelligence Architecture Team. Lead developer of an Open Source Business Intelligence proof-of-concept system. A new service offering resulted from this effort.

Publications**Referred Conference Papers**

Ruy Cervantes and Bonnie Nardi. Building a Mexican Startup Culture Over the Weekend. ICIC 2012.

Ruy Cervantes, Mark Warschauer, Bonnie Nardi, Nithya Sambasivan. Infrastructures for Low-cost Laptop Use in Mexican Schools. CHI 2011.

Gina Venolia, John Tang, Ruy Cervantes, Sara Bly, George Robertson, Bongshin Lee, and Kori Inkpen. Embodied Social Proxy: Mediating Interpersonal Connection in Hub-and-Satellite Teams. CHI 2010.

Ruy Cervantes, Jahmeilah Richardson, Bonnie Nardi: "I Am a Black Cat, Letting Day Come and Go": Multimodal Conversations in a Poetry Workshop. HICSS 2009: 1–10.

Technical Skills

User Research: Ethnography, qualitative user research, quantitative methods, rapid prototyping.

Familiarity with C, Java, PHP, SQL, HTML/CSS.

Grants, Awards and Honors

UC-MEXUS/CONACYT Doctoral Fellowship, 2007–2012.

Miguel Velez Fellowship, 2009. University of California.

UCLA Institute for Research on Labor and Employment, Grad student collaborative grant, 2010.

Relevant Courses

Human Computer Interaction; Advanced User Interactions Architectures; Ubiquitous Computing Interaction; Computerization, Work, Organizations; Next-Generation Search Systems; Statistical Methods for Data Analysis; Qualitative Methods; Knowledge Based Interfaces.

Training / Internships

AIESEC trainee at Satyam Computer Services Ltd. Chennai, India. May 2005–May 2006.

French Language and Culture Course. Université Grenoble III, Grenoble, France. Autumn 1999.

Language Skills

Bilingual in Spanish.

Conversational French.

Extra-Curricular Activities

Keen traveler: Extensive travel in North America, Europe and Asia.