

# Professional Bio



## Víctor M. González

Víctor M. González is Professor and Head of the Computer Engineering Department at the Autonomous Technological Institute of Mexico (ITAM). He is Co-Director of the EPIC Lab: ITAM Center for Creativity, Innovation and Entrepreneurship. He serves as Consultant and **Senior User Experience Researcher** for many companies in Mexico and Latin American providing expertise on Design Thinking, Strategic Innovation, Human-Centered Design and Agile Product Development within the context of Small, Medium and Large Enterprises.

Dr. Gonzalez **leads the Usability and Interactive Systems Lab (LUSI)** at ITAM and develops applied research projects in this context, linking with companies in the area of design of interactive applications (web, mobile) as well as augmented cognitive systems, brain-computer interfaces, and biometric wearable systems. Through his laboratory, Dr. González creates schemes so that students can, together with partners from businesses, generate entrepreneurial spin-off projects or establish internal innovation centers.

Dr. González, since his return to Mexico in 2010 has established a reputation as an expert in the area of Design and Innovation providing consulting services to public and private companies located in Mexico, Costa Rica and Colombia in areas such as telecommunications, financial services, education, tourism, retail, human resources and transportation.

As part of the extension program and executive education of ITAM, Dr. González teaches since 2011 the course titled **“Usability and User Experience with Interactive Systems”** through which he has trained more than 250 people, all practitioners in companies in Mexico, who now apply this knowledge to create better user experiences through user research, contextual design and usability testing. From 2015 he teaches the course Strategies for Developing Digital Products with Agile Methods. From summer of 2015 he started offering the course **Design Thinking Workshop: Introduction to Creative Thinking and Innovation**, which is offered both to undergraduate and graduate students of the ITAM and through the outreach program and executive education of ITAM.

Dr. Gonzalez has received instruction in the executive program “Innovation Master Series” and the program “Strategic Innovation and Design Thinking” both at the **d-School (School of Design) of Stanford University (USA)**. He has also participated in the training program for academic leaders at MIT -

Massachusetts Institute of Technology (USA) and he is an expert in Agile Methods Design certified as Scrum Master and Scrum Product Owner Certificate by the Scrum Alliance (USA).

Dr. González specializes in researching Innovation, Human-Computer Interaction, Technology Management and has extensive experience in the investigation of the use and adoption of Information and Communication Technologies (ICT), with an emphasis on interactive systems. His works include the evaluation of the use of technology in offices, homes, hospitals and public services units, and produced more than 100 scholarly publications with international arbitration in journals, book chapters and conferences. Dr. Gonzalez has been a research associate at the Center for Research in Information Technology in Organisations (CRITO) at the University of California, Irvine (USA) and a visiting professor at the School of Business at the University of Manchester (UK) where he worked as an assistant professor (lecturer) and received tenure. He is visiting professor at the School of Design at the University of Azuay in Cuenca, Ecuador where he teaches at the graduate level academic and directs master's theses. He is currently a tenured professor at ITAM.

The variety and the versatility of his interests marks multidisciplinary as defining his academic, scientific, professional and service work. Dr. González stands out as a person with vision, and architect of results-oriented innovative ideas, respected and connected to the community and all sectors.

Dr. Gonzalez received degrees of Doctor of Philosophy (Ph.D.) and Master of Science in the areas of Information Sciences and Computer Science at the University of California at Irvine (USA) and the degree of Master of Science in Telecommunications and Information Systems from the University of Essex (UK), and Engineer in Electronics and Communications from the Instituto Tecnológico de Estudios Superiores de Monterrey (Mexico) where he graduated with honors. For his studies he has received grants from various organizations and institutes: Scholarship for PhD and Master by the UC MEXUS, Scholarship for Master by the Rotary International Foundation, Scholarship for Academic Excellence for Engineering from ITESM. Dr. Gonzalez is a member of the National Research System (SNI Level 1) of CONACyT. He is former president of the Mexican Society of Computer Science (2012-2014)

Dr. Gonzalez is originally from San Luis de la Paz, Guanajuato. He lives in Mexico City, DF from 2010.

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# Resume

## Dr. Víctor Manuel González y González

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## General Record

<b>Academic Profile</b>	Researcher Professor in Computer Science and Information specialist in the area of Innovation, System Design, Human-Computer Interaction and Information Technology Management at the Autonomous Technological Institute of Mexico (ITAM). Teaching at undergraduate and graduate levels in areas of technological development, Usability and Accessibility Interactive Media, Management of Information Systems. Member of the National System of Researchers (CONACYT): SNI Level 1. Ex-president of the Mexican Society of Computer Science (SMCC).
<b>Professional Profile</b>	UX/Design Consultant and Professor. Víctor Manuel González (PhD, MSc, Cert. Eng) is a consultant and international expert on human-computer interaction and the design of optimal user experiences for interactive products. He is a full time Professor and Chair of the Department of Computer Science at the Instituto Tecnológico Autónomo de México (ITAM). Victor combines his academic work with consulting for companies in Mexico and Latin America to find the best ways to design and create valuable digital products based on innovation.

<b>Education</b>	<p>University of California, Irvine - School of Information and Computer Science September 2000 to December 2005 Irvine, California. United States of America PHD IN COMPUTER AND INFORMATION SCIENCES</p> <p>University of California, Irvine - School of Information and Computer Science 2000 to 2002 Irvine, California. United States of America MASTER IN SCIENCES (MSc) COMPUTER AND INFORMATION SYSTEMS</p> <p>University of Essex - Department of Electronic Systems Engineering 1996 to 1997 Colchester, United Kingdom MASTER IN SCIENCES (MSc) TELECOMUNICATIONS AND INFORMATION SYSTEMS</p> <p>Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) 1990 to 1994 Campus Querétaro. Querétaro, Querétaro BACHELOR (BSc) ELECTRONICS AND COMMUNICATIONS ENGINEERING</p>
<b>Academic Work Experience</b>	<p>Instituto Tecnológico Autónomo de México (ITAM), Ciudad de México, México. Departamento Académico de Computación Chair of Department August 2011 to current date.</p>

	<p>Instituto Tecnológico Autónomo de México (ITAM), Ciudad de México, México. Provost Office Co-Director of EPIC Lab: ITAM Center for Creativity, Innovation and Entrepreneurship October 2013 to current date.</p> <p>Instituto Tecnológico Autónomo de México (ITAM), Ciudad de México, México. División Académica de Ingeniería Interim Director of the Master program in Computer Science August 2013 to July 2014.</p> <p>Instituto Tecnológico Autónomo de México (ITAM), Ciudad de México, México. Departamento Académico de Computación Full Professor from July 2010 to current date.</p> <p>Centro de Innovación, Investigación y Desarrollo en Ingeniería y Tecnología (CIIDIT) Universidad Autónoma de Nuevo León, México Associate Professor September 2009 to June 2010.</p> <p>University of Manchester, Manchester, United Kingdom Lecturer in Human-Computer Interaction From April 2006 to September 2009.</p> <p>University of California, Irvine – School of Information and Computer Science Teaching Assistant – Fall 2000 – Spring 2001 Research Assistant) – from summer 2001 to winter 2005</p> <p>University of California, Irvine – Center for Research on Information Technology and Organizations (CRITO) Research Assistant – spring 2006</p> <p>Universidad de Guanajuato, Guanajuato. México. September 1995 to June 1996 and January 1998 to July 1999 Subject teacher Unit Manager of Information Systems and Computation Coodinador Network and Telephony Services</p>
<p><b>Academic Affiliations</b></p>	<p>University of California, Irvine – Center for Research on Information Technology and Organizations (CRITO) - Visiting Research Fellow – Associated – from January 2006 to June 2011</p> <p>Personal Computing Industry Center (PCIC) at the University of California, Irvine, USA Researcher - Visiting Research Fellow – Associated – from January 2006 to June 2011</p> <p>Manchester Business School – The University of Manchester – Visiting Research Fellow – from September to August 2012</p> <p>University of Malaya - Kuala Lumpur, Malaysia - Auditor for Academic Faculty Members - Areas: Innovation, Software Engineering, Human-Computer Interaction and System Design - From August 2010 to date.</p>

	Universidad del Azuay – Cuenca, Ecuador – Visiting Professor of the School of Design - From June 2011 to Summer 2014.
<b>Professional Affiliations</b>	<p>Professional Member of the Association for Computing Machinery (ACM) and the Special Interest Group on Computer-Human Interaction (ACM SIGCHI)</p> <p>Professional Member of the Institute of Electrical and Electronic Engineers (IEEE) and the Special Interest Group on Social Implications of Technologies</p> <p>Member of the Mexican Society of Human-Computer Interaction.</p> <p>Member of the Mexican Academy of Computing</p>
<b>Professional Credentials</b>	<p>Strategic Innovation and Design Thinking dSchool – Stanford University Certificate April 2016</p> <p>Innovation Master Series Program dSchool – Stanford University Certificate December 2014</p> <p>Leadership Skills for Engineering and Science Faculty MIT Certificate Summer 2014</p> <p>Scrum Master Certification Scrum Alliance Certificate Summer 2013</p> <p>Scrum Product Owner Certification Scrum Alliance Certificate Summer 2015</p>
<b>Professional Consulting Engagements</b>	<p>I have worked with the following companies providing consulting services on User Experience Centered Design, Innovation, Agile and Design Thinking:</p> <ul style="list-style-type: none"> <li>- BestDay: <a href="http://www.bestday.com.mx/">http://www.bestday.com.mx/</a></li> <li>- Grupo Flecha Amarilla: <a href="https://www.primeraplus.com.mx/">https://www.primeraplus.com.mx/</a></li> <li>- Club Premiere de Aeromexico: <a href="https://www.clubpremier.com/mx/bienvenido">https://www.clubpremier.com/mx/bienvenido</a></li> <li>- Museo Nacional de Arte - <a href="http://www.munal.com.mx/">http://www.munal.com.mx/</a></li> </ul>

## Academic Papers

A list of papers can be consulted here: <https://scholar.google.com.mx/citations?user=x6SjClQAAAAJ&hl=en&oi=ao>