

Alberto Santiago Martinez MSIS

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Skills

Scrum Master Project Manager
User Experience Designer
Systems Design & Development

Business School Professor
Public Presentations
Digital Content Curation

Education

Masters Information Studies University of Texas iSchool
Bachelors in Liberal Arts University of Houston

Employment

Digital Initiatives Librarian | El Colegio de Mexico MX City '08 - Present

Leading university efforts to create academic digital information systems. During my years in this institution I have participated as project manager, designer, and development of the following systems:

Digital Ecosystem Strategist

Lead project to design and develop a seamless technological infrastructure for the library. The Project entailed a series of phases that included the following:

Phase I

Evaluate current systems and combined architecture.
Understand workflows, history and policy for cataloging, public service and acquisitions.

Phase II

Benchmarking to compare our current state in comparison to peer institutions.
Evaluating current state of the art to identify systems and solutions.

Phase III

Propose Solution
Select ILS
Provide Digital Asset Management solution
Select Discovery Platform
Select Repository Platform
Select Frontend Platform
Propose changes in workflows, policies and retroactive changes in metadata.
Create implementation strategy.

Phase III

Oversee implementation of architecture

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Test

Movimientos Armados

Project manager for the development of this Omeka-based digital documentary edition. This particular collection includes materials related to Mexican guerrillas and armed groups, and consists of more than 450 documents (flyers, announcements, press releases, letters, supplements, plans and regulations) created between 1960-2005. The project also included Mapping metadata to Dublin Core and uploading the standardized metadata to Omeka.

<http://tesis.colmex.mx>

Tesis Colmex

Project manager for the development of this digital collection which consists of approximately 2000 Bachelor, Master and Doctorate theses in digital format, submitted in 1989 to 2014, it is part of the library's efforts to digitize the entire digital patrimony of the institution. This wordpress based solution that integrate x-server middleware to connect the Aleph-based ILS.

<http://tesis.colmex.mx>

Revistas Colmex

Project Leader of digitization efforts to preserve and provide access to the seven academic journals of El Colegio and that range from 1942-present. A subsequent phase also included, design and development of the wordpress based solution that integrate x-server middleware to connect the Aleph-based ILS.

<http://revistas.colmex.mx>

Mexmedia

Project Lead, designer and developer for this Collective-Access-based digitized video library. The system is a digital library created with a focus on Internet2 initiatives that supports playback of HD quality video, still images, and audio. Mexmedia is also a collaborative cataloging system with integrated support for online cataloging using Dublin Core qualified, and bulk migration from MARC-DC. The system was created using a new budget of \$0.00

<http://mexmedia.colmex.mx>

Global Economic Crisis Database

Designed/programmed a database of information resources pertaining to the global economic crisis of 2007-2009. This included the data entry elements, along with the user front end website and its search components.

Library Web Portal

Project Lead, designer and developer of this Joomla-based library web portal.

<http://biblioteca.colmex.mx>

Establishing Policies Relating Towards Defining Professional Competencies

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Researched, documented, lead the implementation of the library's strategy to bring its academic librarians up to date on technologies and foster an environment in which libraries can be exposed to new technology and adopt them into their day-to-day activities.

Academic Duties

Academic duties include presenting in conferences and role as professor of user-centered systems design.

Requirements

Knowledge required LINUX, XML, PHP, Ruby Sharepoint, Prototyping methods, Systems Analysis, Javascript, CSS, Oracle and MySQL databases, usability, sales, library science issues, qualitative/quantitative research methods. Secondary duties include collaborating with other institutions to create information databases systems, working as liaison with outside organizations to find products and services that meet the needs of the organization and its users.

Ebsco Discovery Service, Databases & A to Z Platforms

Maintain and Configure the institutions discovery platform, requires extensive research & communication with the Ebsco Mexico Team

Graduate Professor Universidad de La Salle Mexico City

Professor of "The Evolution and Trends in Information and Communication Technologies in Business".

Consulting Experience

Project Lead | Hispanic American Historical Review

Project Leader for hahr-online.org; digital counterpart of Duke University's Prestigious Hispanic American Historical Review. The Goal of the project was to increase HAHR's online footprint and propose a new model for academic journals. Specific functionalities include:

- Blog sections maintained by 30 bloggers that I will oversee.
- Featured "Open Forum" discussions by notable Historians
- Open Peer Review system created in conjunction with group docs team in Ireland
- Online Conferences utilizing Cisco WebEx
- Wordpress

Web Developer Vanessa & Ron.com

Collaborate with two silicon valley freelancers. Duties include advising, on User Experience Design Issues such as functionality, site organization etc, generating solutions to client

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needs, as well as final project coding & development.

Web Programmer Design Diseño

Assume technical consulting, leadership and development for websites, content management systems, e-commerce, and html templating.

Information Architect Pragmance Mexico City, MX 2010

Contracted as project lead of a civil engineering association web portal implementing features such as online store, digital book library, interactive calendar, personal messaging, and blog. Conducted card sorting exercises, content mapping, and overall information architecture and presented reports to the client.

Content Management Administrator Las Olas Tech Miami, Fl

subcontracted to upload content, set up menus and other duties as assigned using Joomla.

TECHNICAL SKILLS

Library/Educational Software

Exlibris Aleph 500, ADAM, Horizon, Unicorn, Collective Access, KOHA, D-Space, Omeka, Moodle

Design

Adobe Creative Suite, Morae Usability Suite

Productivity

Gliffy, Visio, Microsoft Office, Google Docs, Atlas TI

Presentation

Powerpoint, Prezi, Keynote, Projqt

Multimedia

Vegas Studio, Audacity, Protools, Reason, Imovie