

# Alex Card.

CV — 2020

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## Introduction

Passionate about the study of emotions in users and costumers, collective behaviour assessment, and virtual interfaces of communication. My work focuses User Experience Research & Design, Cognitive Ergonomics, Usability Testing, Human-Computer Interaction Systems, Cooperative Organisation.

I tend to work exercising a multiple projects practice, as customary to UXRs. Collaborating with international colleagues, I'm always willing to understand the different needs, values and vision of each endeavour, especially in collective networks. Suited for rushing scenarios and harsh deadlines, I'm open to any possible alternative that can enrich the fields I contribute to.

I much enjoy team troubleshooting and fluid, imaginative ways of leading challenges. Working in the field, I envision to join a firm where I can put forth my hardest effort in creative, strategic, socially relevant projects, while being part of an interdisciplinary dialogue with qualitative, inclusive and involved professionals.

User Experience Research  
Systems-Content Analysis  
Health & Clinical Design  
Experience Assessment  
Cognitive Ergonomics  
Organisation Design  
HCI Prototyping

## Skills & Personal Attitudes

- Bring about enthusiasm leading to common goals oriented planning.
- Generate comfortable, collaborative team environments, fit for open and continuous prototyping.
- Experience with scientific agencies, institutions, senior clients, investors, distributed teams and external analysts.
- Committed to in-depth learning and re-definition, always curious and willing to share knowledge.
- Moderator: I look to find and facilitate consensus in arranging sets of goals among individuals and teams.
- Cooperate with strategists to develop testing plans, build research experiments, outline findings, and present value recommendations to clients and co-workers.
- Responsive, situated and flexible researcher, harnessing resources accountably by implementing contextualised and to-the-point methodologies.

## Professional Experience. Projects. Collaborations

2020

*The Readery Blockchain Platform.* Phases II-III. — Lead UXR, Head of HCI Systems.

Ongoing project initiated through the CBC 2019 at The Kalavik Commons. Initiated Jan 2020. Collaborating with colleagues Barbara Leid ([barbaraleidcbc@pm.me](mailto:barbaraleidcbc@pm.me)) and Vibeke Lundborg ([vibekelundborgcbc@pm.me](mailto:vibekelundborgcbc@pm.me)). Prototyped the system's design. Adapted the user affordances model for sci./academic reading. Coordinating research for the Peer Review smart protocol (current).

- 2020**  
ini. 2019
- The EAN Project* (Epidiagnostic Adaptive Nosographer). — UXR-HCI Specialist, Diagnostics Analyst.
- Working both for the *EAN Tool Intelligent Platform*, and the previous research applying the PhD's clinical ergonomics line into an intelligent epidemiagnostic system. Incorporated the AI classification logics for psychiatric epidemiagnosis. Designed the HCI Markers System + Analysis. Initiated Mars 2019. Beta goal 2022. Medical Supervisor: Dr. Angel Luis Peña Melián (apmelian@med.ucm.es).
- 2020**  
ini. 2017
- The Kalavik Commons Collective*. — Experiments Coordinator, Commons Committeer, Founder.
- Built the Commons Committee for the 'Distributed Gathering of European Ergonomists, User Experience & Human-Computer Interaction Researchers' at Kalavik Commons. Initiated 2016. Started the QA Control for the *Alaska Balance Paradigm Observation Project*, a pre-offset indication system for attentional engagement in visual-interactive learning books/eBooks. Started the CBC Convention Series (2017 Madrid - 2018 København - 2019a Brugge, 2019b München - 2020 Århus). Co-Developing the Cognitive Ergonomics Experiments Committee (ongoing; goal 2021).
- <https://www.kalavikcommons.org>
- 2019**  
ini. 2016
- HOME* (Outlaw State Version) for Blackmouth Studios. — Lead Social Gaming UXR, Founder.
- In charge of the development team. Co-designed the gamification strategy. Designed the social game dynamics. Designed the UXR Marker rates system. Proposed the AI Heuristics, Ethics Heuristics, and Data Control Analysis for the Massively Multiplayer Online Game (MMO) *HOME*. Reinforced the social gaming interaction strategy by the *EBDs Project* (Even-Based Dynamics). Structured the collective gaming experience assessment through AI-assisted profiling tracking system. Currently collaborating as project advisor, investors and partners promoter.
- <https://www.blackmouthgames.com>
- 2019**
- Visualiser Experiments*. Phase I of *The Readery*. — UXR, Cognitive Ergonomist.
- Designed and conducted a series of cohorted experiments on digital text editing and screen reading. Extracted user affordances for HCI prototyping. Collaborator with colleagues Vibeke Lundborg (vibekelundborgcbc@pm.me) and Pam Kluge (pamklugecbc@pm.me). Results presented at CBC Aug. 2019b, Munich, at The Commons along with the blockchain platform proposal for Phases II and III of *The Readery*.
- 2018**
- The HEALE Project*. — UXR, Health Data Control Coordinator.
- Designed the experiment architecture for the HCI project upon the web platform. Presented lines of proposals at ECyT, and UCM School of Medicine. Researching experience assessment markers. Data collection & analysis for clinical uses. Participating at Google Cloud Experimental Server.
- <https://www.thehealeproject.com>      [healeproject@protonmail.com](mailto:healeproject@protonmail.com)
- 2018**  
ini. 2017
- USD Model* (User Sustainable Differentiator). — UXR, HCI Researcher.
- A condensed, on-&-off-line UXR analytical tool for assessing complex user profiles in a durable fashion, to be adapted for decision-based MMOs (Massive Multiplayer Online Games). The model updates a previous offline version developed for evaluating games in continuous usability testing for Blackmouth Studios. Results on social gaming interaction applied to big data tracking and experience assessment. New content enhanced the model in 2017, presented at CBC May 2017b.
- 2017**
- Mountains of Fathers & Mothers* for Film Docc Factory. — Scientific Advisor, Documentor.
- Collaborated with medical, ethnographic and photographic documentation for the An OakTree Film documentary series on mental consequences of child orphanhood, by Danish director Lars Himlen.
- 2017**
- Air-Land: Fire* at BAOM Denmark. — Curator of Design Exhibition.
- Design of exhibition at Århus's BAOM Hall of a wallpaper collection on the topic of urban destruction during the bombings that shelled Japan in the mid '40s, leaving many cities into wasteland till the '50s.

- 2016**  
ini. 2014
- RIERA ArtBook*, for land artist Javier Riera. — Editorial Designer, Visual Documentor.
- Guided ethnographic research in compiling, along with the artist Javier Riera (info@javierriera.es), his foremost works on painting, land art, photography and cyanotype, plus interview and personal texts. Edited and finessed the handheld work. Supervisor: Dimas F Gorostarzu (dimas@fullcircle.es). Exhibited at VITRA (May-June 2016) with Fundación AXA, at Showroom VITRA, c/Padilla 21, Madrid.
- 2015**
- '400 Años de El Greco: Vistiendo la Sombra'* at National Dress Museum — Exhibition Co-Designer.
- Collaborator designer for the dressing collection *'Vistiendo la Sombra'* (23 June 2015). Curated by LOEWE's Space Design Director, Itziar Estéban Infantes (itziar.esin@gmail.com), exhibiting at the National Dress Museum (Museo del Traje Centro de Investigación del Patrimonio Etnológico), c/ Juan de Herrera 2, Madrid, 1st Floor Hall.
- <http://comunicacioninstitucional.ufv.es/eventos/inauguracion-de-la-exposicion-vestiendo-la-sombra/>
- 2015**
- Mar Oceana's Special Issue #14 Convention*. — Convenor, Sub-Editor.
- Co-convenor, along with Editor in Chief of the conference. Editor Subdir. of the Special Issue #14 of the Journal for the History & Literature on the Colonial Americas, English version for the Modern European Contact with America 5th Centenary. Convention Host: Prof. Dr. Mario Hernández Sánchez-Barba, Chief Ed. *Mar Oceana. Revista del Humanismo Español e Iberoamericano*.
- <http://www.mcu.es/ccbae/es/consulta/registro.cmd?id=3767>
- 2015**  
ini. 2014
- The Intestinal Transit Review* for CIAM. — Co-Editor, Healthcare Experience Documentor.
- Edition of 7 numbers of a satirical medical journal for patients staying in hospitals, launching monthly 4 pages full of absurd humour on clinical research topics.
- 2015**  
ini. 2014
- 2015 Forum of Communication*. — Research Analyst, Content Editon Intern.
- Assigned research upon new forms of thematic exposition in marketing communication. Worked as co-convenor assisting production. Organised and designed editorial submissions. Direction: Prof. Dr. Paloma Fernández (p.fernandez.prof@ufv.es), under Major.
- 2014**  
ini. 2013
- Observatory of Advertisement*. — Research Analyst Intern.
- University-Agencies research project officially assigned for elaborating a panoramic study of the transformations in advertising agencies through technological developments. Facilitated organisational analysis and data control. Assisted the evaluation of marketing-communication sector feed to researchers. Direction: Prof. Dr. Paloma Fernández (p.fernandez.prof@ufv.es), under Major.

## Education

- 2020**  
Forthcoming
- Postgraduate. *Blockchain Strategy Programme*. Saïd Business School at Oxford, and Oxford University. Coordinators: Prof. Nir Vulkan, and Fellow David Shrier.
- 2019**
- PhD. *Cum Laude*. Thesis: *'Pain Assessment in 21st-Century Neuropsychiatry. Introducing Plural, Perspective, Situated Epistemic Frames for the Epiagnostic Characterisation of Pain Experiences'*. Interuniversity PhD Programme on *Logic & Philosophy of Science*. University of Salamanca, at the National Centre for the Studies in Science and Technology (ECyT). Direction: Prof. Dr. Angel Luis Peña Melián (apmelian@med.ucm.es), UCM, School of Medicine, Dept. of Human Anatomy and Embryology. Tags: Clinical Epistemology, Clinical Ergonomics, Neuro-Psychiatric Nosography, Epiagnostics, Experience Assessment, HCI, AI Plural-Perspective Logics.
- 2017**
- Postgraduate. *Intersubjectivity, Body, and the Analysis of Pain Phenomenology*. CSIC (National Council for Scientific Research, at CCHS), and Comillas University. Coordinators: Dr. Agustín Serrano de Haro (agustin.serrano@cchs.csic.es), Dr. Graciela Fainstein Lamuerda.

- 2016 Master's Degree. Thesis: '*New Advancements in Neuro-Technology and Progress Complications in Neuro-Psychiatry*'. Interuniversity Master's Degree Programme on *Logic & Philosophy of Science*. University of Salamanca, at the National Centre for the Studies in Science and Technology (ECyT). Direction: Prof. Dr. Ana Cuevas Badallo (acuevas@usal.es), Head of the ECyT Institute.
- 2015 Postgraduate. *Emotions: History & Philosophy*. CSIC (National Council for Scientific Research, at CCHS). Coordinators: Dr. Javier Moscoso (javier.moscoso@cchs.csic.es), Dr. Mercedes García Arenal.
- 2015 Graduate in Design. First of Class Honours. Specialisation: *User Experience Research & Cognitive Ergonomics*. Francisco de Vitoria University, School of Communication. Under Full Scholarship for Honour Academic Record of the City Hall, and Honour Mention in collaboration with the university.
- 2015 Undergraduate Certificate. *Museum Studies on Creative Content Management*. Francisco de Vitoria University, School of Communication. Under Full Scholarship for Honour Academic Record of the City Hall, and Honour Mention in collaboration with the university.

### Specialisation, Technical & Applied Studies

- 2018 Ongoing Specialist Certificate. *Gamification Strategies & Addictive Gaming*. IDF Denmark: Interaction Design Foundation NGO. Direction: Prof. Nick Kellingley and Prof. Janaki Kumar (SAP).
- 2017 Specialist Certificate. *Human-Computer Interaction*. IDF Denmark: Interaction Design Foundation NGO. Direction: Prof. Dr. Alan Dix, Human-Computer Interaction Institute, School of Computer Science, University of Birmingham. Birmingham, B15 2TT, United Kingdom.
- 2017 Specialist Certificate. *Advanced Usability Testing Methods*. IDF Denmark: Interaction Design Foundation NGO. Direction: Prof. Frank Spillers, Usability Engineer and CEO of Experience Dynamics.
- 2017 Specialist Certificate. *User Research: Methods & Practices*. IDF Denmark: Interaction Design Foundation NGO. Under the general NGO's coordination.
- 2015 Technical Degree. *Operative Strategies & Research Analysis in Intelligence & Counter-Intelligence*. (2014-2015). University of Alicante. Direction: Prof. Dr-Dr. José J Sanmartín (jose.sanmartin@ua.es).
- 2014 Advanced Specialist, Technical Degree. *Intelligence & Direction of Psychological Operations*. (2013-2014). International University Campus for Security and Defence (CISDE). Final dissertation. Excellent. '*The EBOB-DBI Proposal for Mass Behavioural Intelligence Tactics in the Psychological Operative at VRAEM Region, Peru*'. Research direction: Lieutenant-Colonel Prof. Francisco Jiménez Moyano (fjmoyano@cisde.es).
- 2013 Advanced Technical-Specialist Degree. *Protocol, Diplomacy & Security via Commerce Protocol & National Patrimony* (2013). International University Campus for Security and Defence (CISDE). Direction: Prof. Javier Eiroa Escalada (jeiroa@telefonica.net), Prof. Diego Miranda.

### Lectures, Writings & Congress Contributions

2020 Forthcoming — Author. '*Analysis of the 20 Most Played Educational Games in Learning Platforms*'. Research collaborator with PhDR Natalia Lara Nieto-Márquez (nlaranim@gmail.com). Presenting at the Gamification & Serious Games Symposium 2020. 1-3 July 2020, Neuchâtel, Switzerland.

2020 — Author. '*An Exploratory Analysis of the Implementation and Use of an Intelligent Platform for Learning in Primary Education*', in *Applied Sciences* 10, 983. <https://www.mdpi.com/2076-3417/10/3/983>. Research and Edition Collaborator.

2019 — Speaker. *'Epidiagnostic Nosographers on the Blockchain. On the Human-Software ergonomics of a diagnostic distributed platform'*. Research collaboration with Vibeke Lundborg. Presented at CBC 2019b, 'Orienting HCI & UX Research for Blockchain Systems', CBC, Munich. 29th. Aug.

2019 — Author. *'Pain Assessment in 21st-Century Neuropsychiatry. Introducing Plural, Perspective, Situated Epistemic Frames for the Epidemiologic Characterisation of Pain Experiences'*. PhD Dissertation. ECyT-USAL National Library.

2019 — Speaker. *'Introducing AI-Assisted Evaluation via Epidemiagnostics. Overflowing Morbidities: Pain Reinforcement and the Value of Epidemiagnosis'*. Presented at VIII Meeting, Salamanca, USAL, ECyT (8-10 May 2019).

2019 — Speaker *'Contemporary Scientific Practices and Methodologies as Assessed by Technologists'*. Presented at 'Jornada de Formación de Mentores Científicos en Centros Educativos No Universitarios', Madrid, UCM, 25 Mars 2019. Collaborator invited by Dr. Fernando Josa Prado, President at CRE (Sociedad de Científicos Retornados a España).

2019 — Author. *'Running After Emotional AI in Clinical Ergonomics. On designing Human-Software ethnographic tools for AI experience assessment'*. Research collaboration with Pam Kluge. Presented at CBC 2019a, 5, 'AI Assistants · Clinical Ergonomics · Intelligent Platforms'. CBC, Brugge. 3rd. Jan.

2018 — Teacher. Specialist Course in *Advanced Techniques on Content Analysis & UX Usability Testing*. Madrid, URJC Campus, Cátedra de Historia de las Instituciones (Nov.-Dec. 2018).

2018 — Author. *'Designing Biotools for Assessing Affective Disorders. On how AI biobots can enhance psychiatric epidemiagnostics from the inside'*. Research collaboration with Baas Braam. Presented at CBC 2018b, 4, 'Neuro-Ergonomics in Biobotics'. CBC, Copenhagen. 5th. Aug.

2018 (ini.2014) — Teacher. *Low Levels of Recognisability Experiment Series*, during PhD at ECyT-USAL, MedUCM. Postgraduate research applied to experimental ergonomics (2018-2016-2014), entitled *'Designing Experiments for Researching Pattern & Colour Recognition with Children Presenting Early Signs of Autism'*. The project ended in application to the PhD course of 2018 while investigating on AI-assisted diagnostics for neuropsychiatry, understanding emergent properties, like Artificial Recognition in Human-Software Research areas.

2018 — Author. *'The Neuro-Ergonomics of Brain Software. On a near-future imagery of brain-tracking software for non-medical usage'*. Research collaboration with Barbara Leid. Presented at CBC 2018a, 3, 'Reaching Mind-Reading Software?'. CBC, Copenhagen. 8th. Mars.

2018 — Teacher. *'Neuropsychiatry and Ergonomics. Gamification for Massive Online Game Dynamics'*. Organised with Dr. Angel Luis Peña Melián (UCM) and Blackmouth Studios for students at CEV. Jan. 2018.

2017 — Teacher. *'Neuropsychiatry, Neuromarketing and Games'*. Organised with Dr. Angel Luis Peña Melián (UCM) for the Master's Degree students, School of Medicine, UCM. Dec. 2017.

2017 — Speaker. *'Neuromarketing, Content Marketing and Branded Content'*, UFV, School of Communication. Organised by Prof. Dr. Paloma Fernández Fernández, and Prof. Leticia de Corral. 24 Nov. 2017.

2017 — Speaker. *'Analysing Biomedical Diagnostics as a Scientific Practice'*. Presented at the IV Ibero-American Congress CIFICYT. Coordinated by Prof. Dr. Ana Cuevas Badallo. Head of ECyT-USAL National Institute. Jul 2017.

2017 — Speaker. *'Applied HCI Systems for Measuring Emotions in Video Games. On designing tools for assessing gamers's real time emotional profiles'*. Presented at CBC 2017b, 2, 'Experimental Design on Affects & Emotions'. CBC, Madrid. 17th. May.

2017 — Speaker. *'Designing Emotional Communities. On implementing game dynamics for making more sustainable and used platforms'*. Research collaboration with Vibeke Lundborg. Presented at CBC 2017b, 2, 'Experimental Design on Affects & Emotions'. CBC, Madrid. 17th. May.

2017 — Author. *'Applying Human-Software Ethnographics into Neuropsychiatry. On the assessment of experiences through virtual psychiatry'*. Presented at CBC 2017a, 1, 'Digital Ethnographics · Virtual Ecology Design'. CBC, Madrid. 14th. Feb.

2016 — Author. *'New Advancements in Neuro-Technology and Progress Complications in Neuro-Psychiatry'* renamed after *'Neurotechnia. Are we on the edge of a scale revolution in biosciences?'* Postgraduate Dissertation. USAL.

2016 — Author. *'Running After Emotional AI. Assessing Virtual Experiences of Smart Cooperators'*. Postgraduate Dissertation Proposal. USAL.