

# Lilia Villafuerte Bazán

## Summary

Lilia Villafuerte is a researcher located in Spain in HCI.

Her research focused on autism and tangible music interfaces and children with Autism was selected as a case study for The ACM SIGCHI Conference on Human Factors in Computing Systems (CHI 2012).

## Education

2009 – 2011 **Master in Cognitive Systems and Interactive Media (CSIM).**  
Universitat Pompeu Fabra (Barcelona, Spain)

1995 – 2001 **Bachelor in Communication with mention in Audiovisual.**  
Pontificia Universidad Católica del Perú (Lima, Peru)

## Research

**Next Thing 2012 Grant (Telefónica I+D & LABoral art production center):** UX Design, development, programming and evaluation of tangible interface for affective communication among children.

**Acquisition of Social Abilities through music Tangible User Interface: children with Autism and the Reactable (2010-2011):** This study assessed the potential of the Reactable, a musical tangible user interface, to help in the acquisition of social interaction abilities in children with Autistic Spectrum Conditions (ASC). For this porpoise quantitative and qualitative methodologies were used. The result of this research was selected for CHI 2012.

## Skills

**Analysis and Interpretation of Qualitative Data:** Management of qualitative tools such as focus group and interviews in depth with Atlas.Ti and video data analysis with A3.

**Analysis and Interpretation of Quantitative Data:** Analysis through SPSS from external and internal data such as Facebook Insights, Google Analytics, and any other technology trends related with the Internet.

**UX methods:** Design Of Personas, Wizard Of Oz Prototype, User Journey, Cognitive Walkthroughs, Ethnographic Studies, Use Case.

**Programming Languages:** Processing, ActionScript, C++, HMTL5, JavaScript, PHP, MySQL, Lingo, CSS.

## Languages

**Spanish:** Native

**English:** Advanced user.

**Catalan:** Advanced user.

## Selected Past Projects

For the last seven years, Lilia has worked in internet technology projects as a freelance consultant for customers such as:

La Ex  
Mini Italy  
Miró Foundation  
Spanish Cultural Centre  
Catalunya government

Including the following outstanding projects:

2009 – 2011 **UX Consulting and Digital Strategy.**

**Client:** el Sexo de los Ángeles - Movie 2011 (<http://www.elsexodelosangeles.es/>)

This movie was directed by Xavier Villaverde in Barcelona with the participation of Astrid Bergès-Frisbey.

2011 Campaign: Communication of production and premiere film.  
Description: Design of digital communication strategy

**Client: La X.net (<http://whois-x.net/english>)**

The X.net is a collaborative project directed by Simona Levi and Conservas. This institution is focused on defending internet civil rights.

2010 Campaign: D' EVOLUTION SUMMIT 2010

Description: Design of digital communication strategy.

Goals: The event was streamed and one event video was on the homepage of YouTube. In addition, many of traditional medias covered the event and wrote press notes about it.

2010 Campaign: Oxcars 2010

Description: Design of digital communication strategy.

Goals: All the tickets were sold out after a single social media campaign. The event was followed by almost 10 thousand people from Spain and Latin America.

2007 – 2009 **Internet Project Management, UX designer, Interactive programming and Information Architect.**

Including the following outstanding projects:

2008-2009 Widgadget

Project: Widgadget, [www.widgadget.com](http://www.widgadget.com) ([Spanish start up](#))

Description: Defining the information architecture, building prototypes for social networks and desktop applications

UX Design and programming of web applications.

Design and information architecture of API for developers.

2007-2008 Liquid Limits

Project: Museum of Lleida Diocesà i Comarcal

Description: Concept developing and programming of interactive interfaces for the new museum rooms and virtual tour.

Project: web interface for ARXIU LIQUID

Description: Concept developing and programming (Actionscript, PHP and MYSQL) of a semantic interface. The project was exposed as an art piece on the 2<sup>th</sup> of October at Mousonturm (Frankfurt, Germany).

2005 – 2007 **Digital Strategy and the UX designer of social interactive projects**

Project: Radio Paca

Description: Radio Paca was the first eRadio station directed by women in Spain. This collective was dedicated to the research, creation and development of new formats and communication workshops that promote a feminist discourse. The collective worked with different minorities such as gipsy women, jail inmates and people with disabilities. Lilia Villafuerte was part of the collective during four years and was in charge of all digital strategy and the UX of social interactive projects.

2004 – 2005 **ESDI, Escola de disseny gràfic (Universitat Ramon Llull)**

Interactive games.

Description: Introduction to design and structures of video games, emphasizing on the design of game play and new narrative structures.

2002 – 2005 **IESP Mare de Deu de la Mercè. Professional institute. Barcelona**

Multimedia programming

Description: Introduction to theory of algorithm design and programming in web technologies.

Multimedia design

Description: Introduction to the theory and creation of internet applications.

## Lectures and Conferences

- 2012 **Conferencia Internacional de Nuevas Tecnologías para Personas con Trastornos del Espectro del Autismo (TEA) (Valencia-Spain):** Acquisition of Social Skills through a Tangible Musical Interface: Reactable.
- 2012 **Proceedings of the 2012 ACM annual conference on Human Factors in Computing Systems. ( Austin, Texas)**  
Long Case Study: Acquisition of Social Abilities through Musical Tangible User Interface: Children with Autism Spectrum Condition and the Reactable.
- 2010 **Arts faculty Veracruz University** (Xalapa, Mexico)  
Conference: Lilia Villafuerte personal work and methodology.
- Spanish Cultural Center** (Mexico DF, Mexico )  
Workshop: Technology and feminism
- Escuelab: digital art production center** ( Lima, Peru)  
Conference: Internet and politic power.
- Generatech Madrid (Valencia University)**  
Conference: Autism and Technologies
- Generatech Barcelona (Valencia University)**  
Conference: Women and social network consuming.
- 2009 **Centro Andaluz de Arte Contemporáneo** (Seville, Spain)  
I Encuentro X0y1 sobre género y ciberespacio  
Workshop: netRadio art and feminism.